5 Ways to Market your Business Online Without Spending a Dime

Presented by Aspiro Agency and Master Computing

ABOUT US

Aspiro Agency

- Digital Marketing Agency in Denton, TX

- Specializing in:
  - Search Engine Optimization (SEO)
  - Pay-per-Click Advertising (PPC)
  - Social Media Marketing
  - Content Marketing

- We're a small-but-mighty team helping you grow your business so you can focus on running it.

- 100% transparency. Real, measurable results. No BS.

- Clients ranging from small mom-and-pops like local HVAC companies to large brands like GoDaddy.

- www.AspiroAgency.com

What We Do

Search Engine Optimization

Marketing Strategy

Social Media Management & Ads

Link Building

Email Newsletters

Blogs & Web Content

Pay-Per-Click Ads

Reporting & Analytics

ASPIRO
DIGITAL AGENCY

Master Computing

- IT/Cybersecurity Consulting in Denton, TX

- Specializing in:
  - Fast, Reliable, and Secure Computer Networks and Support Since 1997
  - Compliance: HIPAA, CMMC, NIST, PCI, etc.
  - Virtual CIO – regular technology strategy meetings to align with your company goals

- We start with a 10-minute discovery call to quickly determine if we are a good fit for your organization. If we're a match, we'll move on to a full technical and security assessment of your network which allows us to create a customized technology roadmap designed to perfectly align with your company goals. If you choose to do business with us, the process of evaluation, alignment, and strategy will continue for the duration. We do NOT deliver a one-size-fits-all solution.

- People usually call us because their current IT provider is slow to respond. Our response time averages 7 minutes, and that number is always visible on the homepage of our website. But the NUMBER isn't what makes us different. It's the PROCESS that allows us to respond quickly that sets us apart. Book a Discovery Call and we'll give you the details!

- We do our best work with organizations that have compliance requirements. HIPAA, CMMC, NIST, PCI, ets. Our process also works well with any organization that is serious about keeping their technology secure from cybercrime, reliable, and fast.
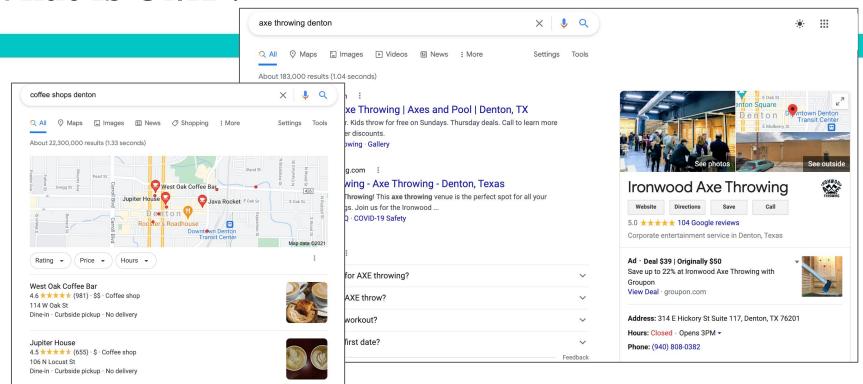
- www.MasterComputing.com

GMB

What is GMB?

Why is GMB Important?
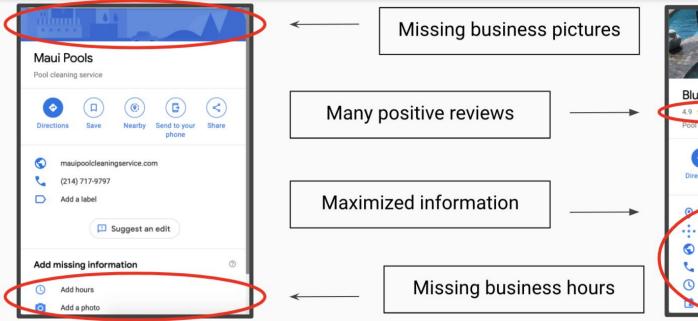
The rise of no-click searches.

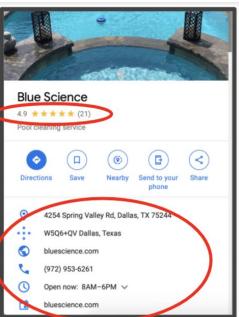86% of people look up the location of a business on Google Maps.

88% of consumers trust online reviews <u>as much as they trust personal recommendations</u>. This is why you should keep getting customer reviews specifically on your GMB listing.

The more info you have on GMB, the more credible Google views your business. Ensuring your GMB profile is consistent with the info on your website will help improve your trust and credibility scores, which helps your website rankings on Google.

The Importance of an Updated GMB

Which one are you more inclined to become a customer?

Top 3 GMB Tips

1. Maximize Available Features
2. Reviews, Reviews, Reviews
3. Add Photos

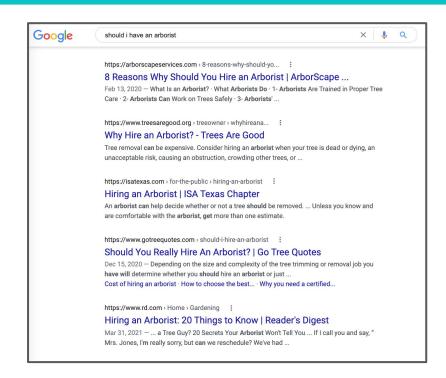Bonus points: Stay on top of it.

SEO

About SEO

What is SEO?

- SEO (Search Engine Optimization) determines how your business ranks in the results on search engine websites like Google, Bing and Yahoo. It's how you improve your website to get on the first page of Google search results when a prospective customer looks for a specific keyword or query/question related to your business.
- Ideally, you want to be ranked within in **top 3** results in order to get more interaction from potential customers.

Why is it important?

- 93% of online experiences begin with a search engine like Google.
- Most people click on one of the top 3 organic search results and at least 75% of people never to the 2nd page of Google.

Top 3 SEO Tips

1. Stellar Page Content
2. Citations on Top Websites
3. Regular Site Audits (Try Google's PageSpeed Insights)

Bonus: Consider Your User's Experience

SOCIAL MEDIA

About Social Media Marketing

Why is social media important?

Now more than ever, social media is being used as a common platform that customers use to communicate and stay connected with businesses.

Which channels should you be active on?

It depends. Wherever you customers are, there you should be, too. In general. Facebook is the most commonly used social media platform for most audiences, but Instagram is another great option we recommend.

What makes an engaging social media post?

- **Keep it real.** Stock images are better than nothing, but photos you take yourself are even better to show authenticity.
- **Keep it short and sweet.** Explain what the product/service is and how it can improve their everyday life. Remember, your products are aiming to meet a need or solve a problem for your audience.
- **Provide value, not just sales.** The majority of your posts should not be salesy. Focus on bringing value to your audience, sharing content that connects with them personally instead of focusing on the sale. A good best practice is to limit sales-focused posts to once per week or less than 25% of all your posts.
- **Check out customer insights.** Certain times of day or days of the week will bring higher amounts of views and engagement. Use this info to your benefit and strategize on posting at optimal times.

About Social Media Marketing

What are some social media best practices?

- Optimize your social media profiles to include:
  - A clear profile photo with your face (if possible)
  - A developed bio that includes
    - What you do (in a concise sentence)
    - Where you do it
    - How you help customers
  - A link to your website / a way for customers to take the desired action
- Every post should include an image or video, hashtags and a geo location tag.
- Engage often with your followers and customers
- Respond quickly and consistently to all questions, comments and messages

Top 3 Social Media Tips

1. Create Valuable Content
2. Tag, Tag, Tag
3. Post Consistently

BLOG

About Blogs

Why are blogs and content marketing important?

Content is one of the easiest ways for Google to crawl your website to search for specific keywords and rank it on Google search result pages. A blog is a form of content marketing.

Blogs are a form of content marketing that provides multiple benefits in driving traffic to your website:

- Boosts SEO for specific keywords and queries, and rankable on Google search result pages
- Shareable content that can be promoted across the web, including social media and email newsletters
- Proves your authority and expertise to prospects (and current customers) by sharing your knowledge

What are some blog best practices?

- For SEO purposes, blogs should be at least 1,000 words long, include your main keyword (that you want to rank for) at least 3 times in the content, and include multiple variations of that keyword as it naturally flows. Avoid keyword stuffing.
- Share-worthy content must be overly helpful, proves your expertise and authority in the topic, and relevant to your audience.
- Share the blog to your social media channels and include it in your email newsletters.

Top 3 Blog Tips

1. Focus on Relevancy and Value
2. Tweak for SEO
3. Share it!

EMAIL

About Email Marketing

Why is email marketing important?

Email is one of the most cost-effective ways to get in touch with your customers to let them know about updates, offers and more info that will keep them connected and engaged with your business.

What are some email best practices?

- **Be consistent (but don't send too often).** Once a month is best for general newsletters. Weekly or biweekly emails are good for specific educational content (like Master Computing's Weekly IT Tips) or offers that the audience expects to receive.
- **Send coupons, offers or specials when applicable.** Customers are more likely to open an email when they immediately know something in the email will benefit them. Even if you send a monthly newsletter, if it will include some kind of offer, make that the top focus of your email subject line and above-the-fold content.
- **Send helpful, educational content.** Another factor that entices customers to open an email is when they know the content will be beneficial to them. Providing content like tips, educational blogs, tutorials, Q&As and other helpful information is essentially like answering a question they have before they need to ask it. It proves your expertise, makes you a trustworthy thought-leader in your field, and connects your audience as you provide consistent value.

About Email Marketing

- **Keep it short and sweet.** Your email newsletter isn't meant to be a blog post or provide everything the reader needs to know about a given topic. Giving small snippets of information not only makes your email look more approachable to read and browse, but it's also an opportunity to give them enough "teaser" text to entice them to want to learn more. Break up your newsletters into small sections based on categories, which makes your email easier to break down and browse for content that is relevant to the reader.
- **Include links to your website.** With your teaser text, adding a link to the relevant page on your website for the reader to learn more is crucial. This drives traffic to your website, and allows you to expand on that topic in a relevant blog post, web page, or landing page — and the longer they stay on those pages, the higher Google scores your website which can help boost your ranking on search engine results pages.
- **Add social media buttons.** Adding 1-3 social media buttons that link to your social media pages will encourage readers to follow you and engage with your posts.
- **A/B testing for subject lines.** Testing out subject lines helps you to find out what works and what doesn't work for your audience to influence them to open your email. The email that had the most opens (or highest open rate) reveals a winning subject line that can impact your email marketing strategy.

Top 3 Email Marketing Tips

1. Stay consistent
2. Provide value
3. Keep it simple - add links to your website for folks to find more info

Free Website Audit

We're happy to provide webinar attendees with a free website audit + 30 min call to help you determine how your site stacks up, what you're doing well and what can be improved.

Email seo@aspiroagency.com to get started!

Q&A

We're here to help answer your questions!