

# How to Boost Your Brand:

## BECOME A TRIPLE THREAT

**Y**ou've probably heard the famous Woody Allen quote, "Showing up is 80% of life." The heart of the message is true, and it applies to your business. You need to "show up" when your prospects are looking to even have a chance at closing a sale, making a strong presence on search engines and social media crucial.

Technology is everywhere. It's increasingly becoming the preferred method for shoppers and the main focal point for marketers. With 86% of people skipping TV commercials (thank you, DVR) and 44% of direct mail never getting opened (thank you, paperless billing)<sup>1</sup>, digital strategies are now a must-have component to your marketing plan. You can have the best products and website in the world, but if potential clients can't easily find you, all of the great aspects of your brand don't matter. Your long-term growth and success is dependent on "showing up" when customers need you.

But how do you show up? Where do you start? Google? Facebook? And what the heck are SEM and SEO anyway? You've got questions, and we're going to tackle them all. You're about to take the first step to becoming a triple threat with **Search Engine Optimization, Pay-Per-Click Advertising** and **Social Media Marketing**.

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## Diving Into the Sea of Acronyms:

- **Search Engine Marketing (SEM)**
- **Search Engine Optimization (SEO)**
- **Pay-Per-Click Advertising (PPC)**

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### What is Search Engine Marketing (SEM)?

Search engines are sites like Google, Yahoo and Bing that people use to search the Internet. So, why is that important to your business? Because 93% of all online experiences begin with a search engine<sup>2</sup>, and your prospects are in that 93%! If you want to get noticed, search engine marketing (called SEM) is an excellent place to start. There are two ways to do it:

- 1. Search engine optimization (SEO)** – Increase your website’s chances of appearing on page one of organic (non-paid) search results.
- 2. Pay-per-click advertising (PPC)** – Promote your website through paid ad spots on the search results page.

Please note, it’s not an either-or situation. You should do SEO *and* PPC to get the most bang for your buck.

Can’t remember all of these acronyms? Don’t worry. We’ll keep reminding you until you’re sick of us spelling them out!

Let’s move into more details about marketing using search engines.

**Not enough acronyms?**  
**Search engine results pages are also called SERPs.**

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## "Google it!"

You know you've made it when your name has been turned into a verb.

"How tall is Shaq?"

"I don't know. Google it."

Google is the #1 search engine in the world, but the brand is so much more than just a search engine. With all of its acquisitions and partnerships, Google has launched products, services, software and more. Google's taking over!

Your customers  
use Google.

**10.3 BILLION**  
Google searches every month.

## Rise Up the Ranks with SEO

Search engine optimization (SEO) has to do with the strategies that affect your visibility within organic (non-paid) search results, that includes what page you appear on and where on the page. Does it really matter? IT DOES. Big time. 98% of searchers choose a business on page 1 of search results<sup>3</sup> (again, think about those searchers as your potential customers).

A search engine's job is to connect users with the content they are interested in. Google analyzes the content and tags of a website, and how relevant it is to the keywords typed into the search bar. That's why when you type "Shaq's weight" in Google, you won't get a recipe for skinny enchiladas.

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How do you improve your rank? Improve your content. Make sure the keywords you are using on your site are relevant to your products and are common search terms for your ideal prospects. You'll appear higher on search results pages and send more qualified traffic to your site. This process involves time, research and frequent tinkering, but it is necessary to grow your client base.

## Be the Online Corner Store

Now that you know a little about SEO, it's time to take a look at its growing little brother, **local SEO**. With mobile on the rise, local search results are appearing more frequently. What does that mean? Test it out.

**Try this:** Go to Google, search for "pizza" and a list of local pizza places will appear in your search results. Dinner is served!

How many people really care about local business? Research says a lot! Google and local directories have turned into today's Yellow Pages. **97% of consumers search for local businesses online, and 75% of mobile searches have local intent.**<sup>4</sup> Local SEO is an excellent way to reach local prospects!

## Only Pay for Advertising that Works

Pay-per-click (PPC) advertising is just that – you pay when someone clicks on your ad. It's different from SEO because it's not tied to the organic search results that appear. PPC is in the form of ads at the very top or on the right side of the results screen.

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Your ad appears when you bid on keywords and phrases that are relevant to prospects. Then, when a search occurs that fits your parameters, your ad will appear on the search results page. An interested searcher will click on your ad, which takes him/her right to your website and voilà! A qualified prospect is looking at *your* site.

PPC advertising has shown a better conversion rate than organic/natural SEO (by a 2:1 margin)<sup>5</sup>, but both are key to your overall search engine marketing (SEM) strategy.

People looking to buy an item click on Google ads more than you think!

They're responsible for 2/3 of the clicks on sponsored results.<sup>5</sup>



## Who Said Technology Isn't Social?

### What is Social Media Marketing?

Facebook, Instagram, Twitter, LinkedIn ... there are a ton of social media sites. Marketing through these channels is another way you can send interested prospects to your website, as well as connect with your existing customers. Social media marketing works with your SEM, boosts your brand and helps maximize your results.

Studies show that companies benefit from social media:

- 92% of marketers feel their efforts have generated more exposure.<sup>6</sup>
- 80% felt increased traffic was the second-best benefit of social media.<sup>6</sup>

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## "SHOW UP" MORE!

58% of marketers saw an increase in search rankings after using social media for over 1 year.<sup>6</sup>

## HATE COLD CALLING? JUST UPDATE YOUR "STATUS" INSTEAD!

Social media produces 2X the leads of trade shows, telemarketing and snail mail.<sup>6</sup>

What's the right social media site for you? The biggest and best, of course! That's what your business deserves! Meet Facebook.

### Facebook: It's All About the Billions, Baby

Facebook is the #1 social media platform in the world, with 1.39 billion active users and 1.19 billion active mobile users monthly ... yowza!<sup>8</sup> Users are able to manage profile pages, post pictures and videos, link to other sites, make comments and do so much more. Facebook is all about people interacting with media and each other.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

#### Voted "Most Popular"

54% of marketers say Facebook is their most important social marketing platform.<sup>9</sup>

Remember when we said Google was more than just a search engine? Well, Facebook is more than just a social media platform. It's also used as a search engine, with **1 billion search queries made monthly.**<sup>7</sup>

**1 in 5 page views in the U.S. occur on Facebook.**<sup>8</sup>

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While it has global appeal, Facebook helps businesses on a local level, too. **62% of people who want to find out more about local small businesses check Facebook more than any other social channel.**<sup>9</sup>

## Facebook and Google are Friends

Since it's the #1 social platform AND one of the most popular sites in the world, links to optimized and branded Facebook pages also appear in search engine results alongside your website and pages.



**37 Minutes/Day**

Time average American spends on social media.<sup>10</sup>

## It Impacts Your Brand & Your Sales

Facebook allows your prospects and customers to interact with your brand because **social networking is the top online activity in the U.S.** One of the best ways to attract customers is to engage with them. That's how you develop relationships, which in turn creates loyalty and results in lifelong clients. In fact, **70% of marketers have used Facebook to gain new customers.**<sup>10</sup>

B2B marketers have 3 main goals in mind when they invest their marketing dollars into social media:

- 1. Increase brand exposure**
- 2. Increase Web traffic**
- 3. Gain market insights.**<sup>10</sup>

The best part is ... it works! **80% of marketers say their social media efforts increased traffic**<sup>11</sup>, and **60% of all social referrals to e-commerce sites come from Facebook.**<sup>12</sup> If you have an e-commerce site (website where customers can make purchases from you), that should be music to your ears. More qualified leads = more lucrative sales!

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## The Proof is in the Pudding

Facebook advertising needs to be the #1 component of your social media marketing strategy because it delivers. The ROI for Facebook advertising from a recent advertising study is almost unbelievable:

- 49% of advertisers had a 5X or greater return on ad spend
- 70% of advertisers had a 3X or greater return on ad spend<sup>14</sup>

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Marketers plan on spending  
**\$8.3 BILLION**  
on social media advertising in 2015.<sup>13</sup>

That's a lotta dough!

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## Remember: 80% of Success is Showing Up

Your digital marketing strategy should be well-rounded, with SEM, SEO, PPC and Facebook all threaded together. Before setting your plan into motion, make sure you have a clear brand identity: colors, logo, messaging, etc. Keep your brand consistent throughout the Internet and provide quality content to help the right prospects find you and existing customers recognize you!

It sounds like a lot of work, right? Honestly, it is, but you don't have to do it alone. With ASI®'s Brand Builder™, we'll handle everything – literally everything – for you. Get noticed on Google. Attract local customers. Engage prospects on Facebook. Never lift a finger and show up everywhere.

**ASI BrandBuilder™**



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