Technology Services

Making Sense
of Online Marketing

The
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Constant Contact

Contents

Introduction

A wave of digital technology and tools is transforming industry after industry, and technology services are no exception to this trend.

Potential clients now have new ways — mostly online — to learn about and vet potential service providers. This change is forcing companies to rethink their digital marketing strategies if they wish to remain competitive.

HERE ARE A FEW STATS FROM THE HINGE RESEARCH INSTITUTE FOR PERSPECTIVE.

8 out of 10 times

the very first place potential clients look for solutions is your company website — even before they pick up the phone to give you a call

87%

of potential clients rule out firms before speaking with them

WHY?

44%

rule out a firm because they go to the firm's website and can't understand what it is that firm does or how they do it differently from the competition

HINGE RESEARCH INSTITUTE

30%

rule out a firm because of an unimpressive user experience on the firm's website — they can't find what they need and don't find informative, valuable, differentiated content

HINGE RESEARCH INSTITUTE

Companies that prioritize generating leads through online means grow faster and are more profitable.

COMPANIES WITH HIGH-GROWTH TECH SERVICES FIRMS

40%

of their leads are generated digitally

HINGE RESEARCH INSTITUTE

....

COMPANIES WITH AVERAGE-GROWTH PEERS

20%

of their leads are generated digitally

HINGE RESEARCH INSTITUTE

It's no wonder then that eight of the top 10 marketing priorities of high-growth technology services firms (firms that report annual growth of 20% or more for three consecutive years) have to do with building online presence and strength, a finding from Hinge's 2020 High-Growth Study: Technology Services Edition.

Top 10 Marketing Priorities of High-Growth Technology Services Firms:

1. Creating online content

2. Search engine optimization

3. Brand differentiation

4. Social media marketing

5. Marketing technology & automation

6. Measuring and tracking marketing analytics

7. Partnership marketing (co-producing content or events with non-competitive companies that serve the same audience)

8. Online buyer journey mapping

9. Website performance

10. Online content calendar/plan

The bottom line?

Customers are making their selections and buying decisions in a largely online playing field. But if you're considering getting started with online marketing, you may become overwhelmed by the numerous tools, never-ending expert advice, and the many marketing myths presented as fact.

Or, if you're already incorporating online marketing into your overall approach to winning new business, you may be frustrated to find that it's not as easy as many claim it to be.

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, or budget to spare, when contemplating 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 larger firms because you actually know your customers. You may even have human to human conversations whereas the large competitors in your space have bots. The digital world in which we all operate does not mean customers are accepting of automated responses.

Ultimately, customers want to be engaged. 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 (in other words, you have to be findable), like (you have to be relevant to the problem they're trying to solve), and trust (you have to have convincing arguments, other than a great headline, that prove your expertise — this is where good thought leadership comes into play).

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.

Even in a digital world, business is built on relationships and trust. Online marketing also allows you to strengthen existing relationships — and build trust through informative, valuable content — 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: How 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 and informative from those businesses, and they're asking connections for recommendations. Your business has an opportunity to be part of more of these conversations.

DIFFERENTIATED MESSAGING

First and foremost, your business has to have a differentiated message about who you are, what you do, and who you do it for.

Let's say your website says something like "We solve complex problems" or "We are powered by people, process, and technology". That's pretty generic.

Chances are, if your website doesn't tell a differentiated story, neither does your staff. And if the people who work for you can't tell a differentiated story, then your referral sources won't be able to either.

ENABLING REFERRALS

Being part of the conversation in referral circles requires enabling your referral sources to say with specificity what you do and how you do it differently.

Remember that earlier stat about how 44% of referrals rule you out before ever giving you a chance, simply because they can't understand what you do?

Make sure that you know what makes you meaningfully different, and then make sure that message is communicated on your website so that when you do get referred, you'll also get the call.

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?

Paid Ad →

Organic Listings →

← **Google Knowledge Panel or Google My Business**
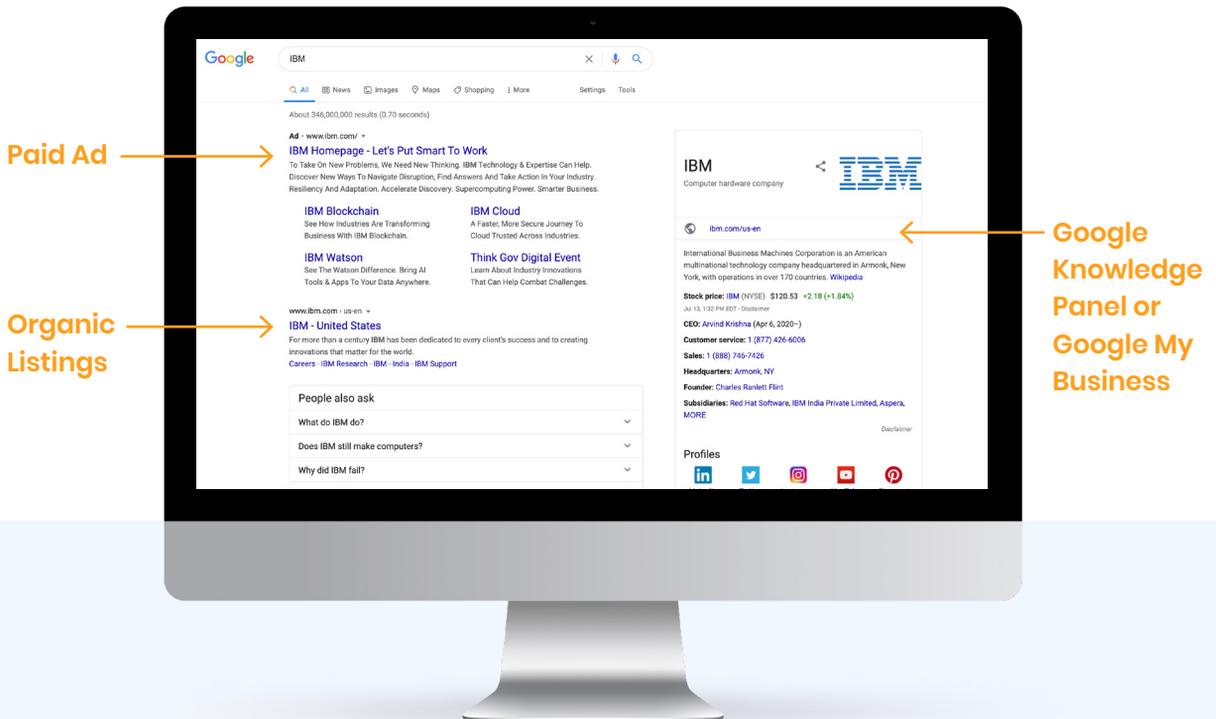
Example using "IBM" as the search term. Let's say a customer is looking for cybersecurity services, and with IBM being a global household name, they type in "IBM" in their search.

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

• 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 — "IBM" — by name. But, people don't always search by name. In fact, you want to bank on them using descriptions of the problem they're trying to solve. 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 "cybersecurity services."
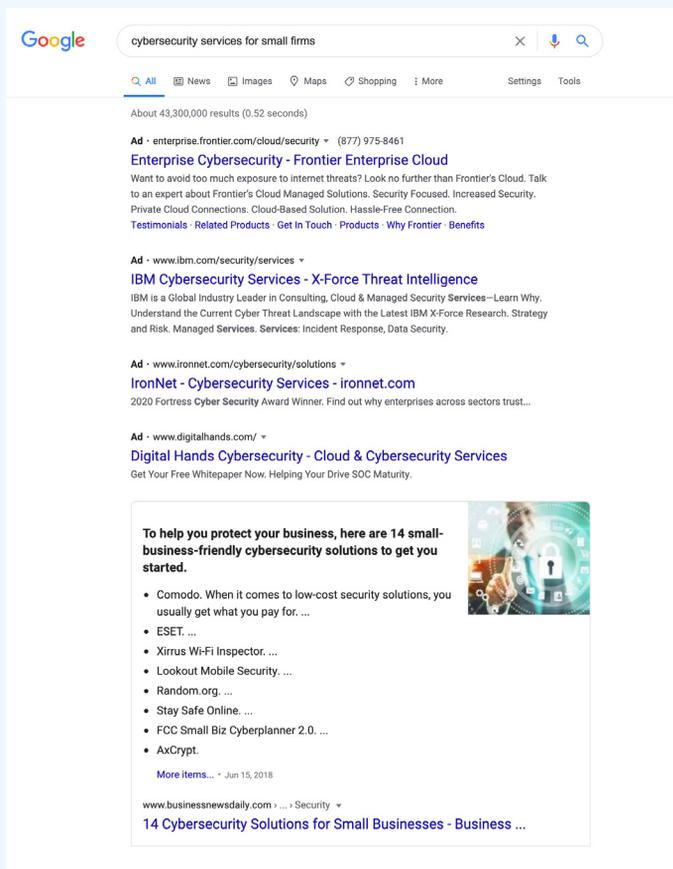
Let's take a look at an example.

Imagine a small firm knows they need to step up their game in protecting their data and sensitive information, so they begin their due diligence by going online, opening up a window in their web browser and search for "cybersecurity services for small firms."

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

Searches for services firms produce results that show websites, social media accounts, Wikis and news articles.

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

• Your website
• Social media accounts
• Business listings
• Competitor listings (or their paid ads)
• News articles or blogs that talk about the service you provide — or the top providers of the service you provide

News Article

Blog

Competitor Listing

✓

**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. They'll find your competitors instead.

Whether people search for your business by name or something related to your business, your customers and prospects should be able to find you. You'll want 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, "Does this business solve my problem?"

If your business is present, engaging and informative, and providing valuable 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-responsive website**

2   **An email marketing tool**

3   **A primary social channel**

4   **Up-to-date business listings**

5   **A way to easily create content**

1

A mobile-responsive website: Your online hub.

Yes, your business should have a mobile-responsive 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-responsive website important for today's consumers.

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

Responsive website on mobile
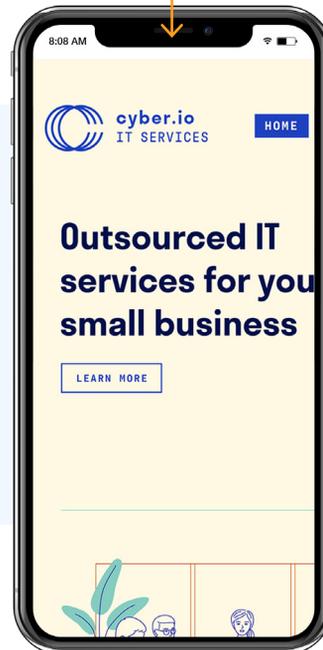
Non-responsive website on mobile

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.

Your website should have at least five pages.

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

1 **HOMEPAGE**
Your front door

2 **ABOUT PAGE**
Your story

3 **SERVICES / SOLUTIONS PAGE**
What you do (and an opportunity to be found in online searches)
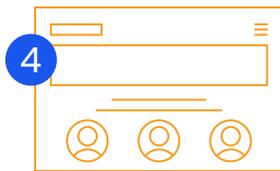
4 **OUR TEAM PAGE**
Who are the experts behind your service

5 **CONTACT PAGE**
Your chance to connect

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

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? Most importantly, how are you relevant to their chief set of problems?

What should visitors do next?

Make a purchase? Download a whitepaper? 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

MOBILE-RESPONSIVE WEBSITE
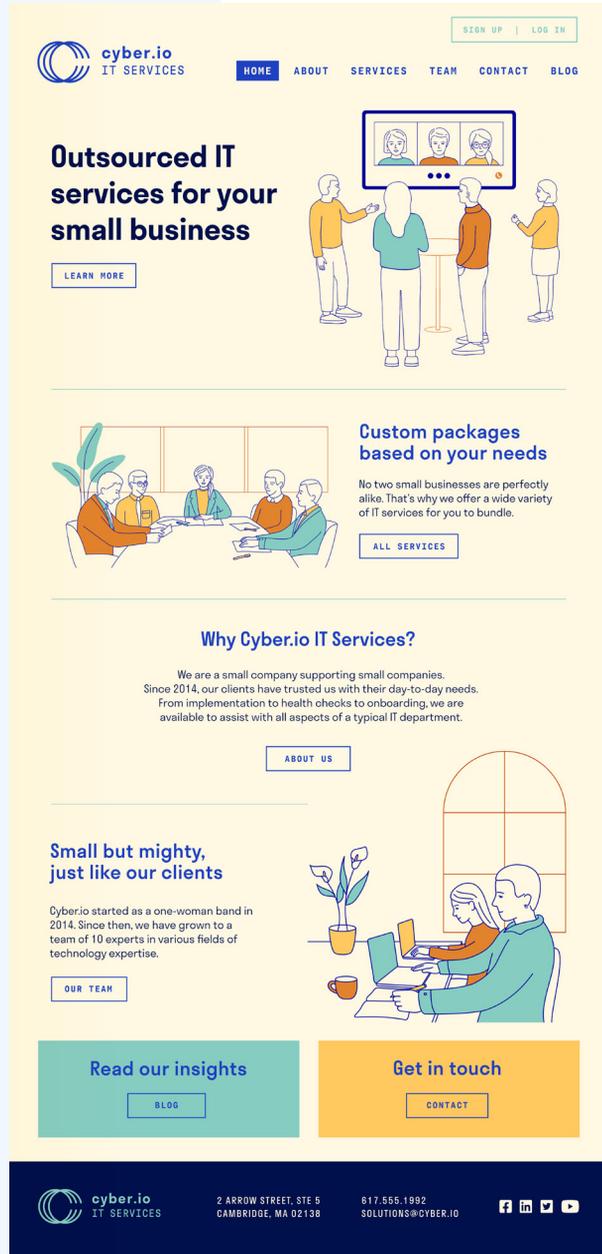
What questions should you answer on your About page?

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

What questions should you answer on your Services/ Solutions page?

What do you do, and who do you do it for?

This is your opportunity to show your chops in the various verticals or customer segments you serve. Avoid industry jargon like the plague. Use plain English to explain what you do. Explain why it's important — in the technology services world, sometimes you're playing the function of educating your potential customers on a problem they don't even know they have.

Make sure your Services page includes links to any experts (you have an "Our Team" page, right?) or relevant content — blogs or downloadable content — so that these pages are an interactive gateway to your expertise.

Services/Solutions page example

MOBILE-RESPONSIVE WEBSITE

What questions should you answer on your Team page?

If at all possible, include a page that showcases your team.

You're selling services and solutions, and there are people behind what you sell. Potential customers are using your website to get a sense for what it might be like to work with you, and an ability to learn about the people behind those services is an important selection criterion. It doesn't have to be expansive, but showcasing your leadership (or just call it that if you are a one or two-person shop) can be a real differentiator.

Make sure to include links to that person's social media profiles, as well as links to any thought leadership (blogs, articles, etc.) they might have written.

Our Team page example

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?

Contact page example

TIP

Don't have a physical location?

You can use a P.O. box or list the areas you serve.

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. There are also many other paid stock photo sites like iStock and Shutterstock.

ABSTRACT VS. LITERAL

Images don't have to be literal representations of what you do. You can opt for abstract images such as a background, a textured pattern, or anything else that calls attention to your core messages.

UNIQUE VS. GENERIC

Above all, avoid generic, cliché imagery. The subliminal message you'll send is that working with you will be a generic, cliché experience.

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 your website makes abundantly clear what you do, who you do it for, and how you do it differently.

✓

Add sign-up forms to your website.
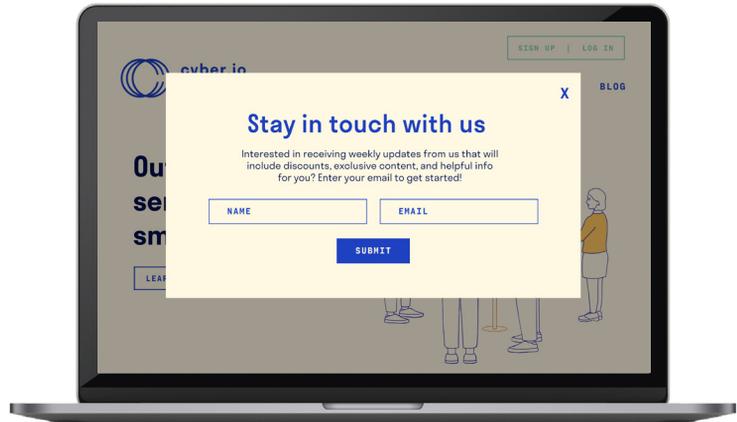
What happens if someone visits your website and doesn't make a purchase?

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. Offer something of value to visitors in exchange for their email addresses — like a discount, exclusive content, or a demo — 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.

2

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 are 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 following 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 what was promised, welcome your new subscribers, and reiterate what they should expect in the future.

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IT SERVICES

Small businesses unite!

We're Cyber.io and we're on a mission to help small companies thrive with custom tech solutions. From implementation to health checks to onboarding, we assist with all aspects of a typical IT department.

As a thank you for connecting, get a free consultation with our experts to see how we can help support you.

FREE CONSULTATION

2 ARROW STREET, STE 5   CAMBRIDGE, MA 02138   617.555.1992

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.

cyber.io
IT SERVICES

Let's get social

Tech and cyber security are constantly changing, shifting, and updating. That comes with good and not so good consequences. Luckily for our clients and followers, nimble is Cyber.io's middle name. Our mission is to stay up-to-date with the latest trends and threats.

Follow our Twitter feed for our latest industry insights.

CYBER.IO TWITTER

2 ARROW STREET, STE 5   CAMBRIDGE, MA 02138   617.555.1992

Let's Connect email example

TIP

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

Find some here.

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

Consistency is key in any form of marketing. Make a note of the potential opportunities you have to reach out to your email contacts. These opportunities could be new content you produce that is germane to their issues or to the first piece they downloaded. Or, it could be a brand new piece of content that helps get you involved in an important dialogue your customers and community are having.

Share a combination of helpful resources and promotional emails to provide the most value to your contacts — with the primary focus being on helpful resources.

Promotional email example

DID YOU KNOW?

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

Find out more.

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.

cyber.io
IT SERVICES

We're here for you

We support you and your company in both critical and day-to-day needs. Download our digital welcome packet, which includes our streamlined three-step process to use our services and how each of these services might be beneficial to you.

This packet can be an additional resource for you as we assess your needs and design custom plans for your business. Thanks for working with us!

DOWNLOAD WELCOME PDF

2 ARROW STREET, STE 5 CAMBRIDGE, MA 02138 617.555.1992

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.

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. For technology services, that channel is LinkedIn. Sure, your customers (and competitors) might also be active on Twitter for their business conversations, but LinkedIn is by far the preferred social channel of choice for buyers and sellers of services.

If recruiting is important to your growth, particularly for early career-type professionals, you might also want to consider Facebook. LinkedIn is where you'll promote your expertise, Facebook is where you'll promote your culture.

Of course choosing the right social media channel, or channels as it might be, really depends on where your audience and your competition is spending their time. Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.

TIP

If you're just starting out, focus on LinkedIn for your business.

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 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
21 hrs · ⊕
···

~Some news~

Netflix US ✓
@netflix

Following ∨

@Stranger_Things 3 is breaking Netflix records!

40.7 million household accounts have been watching the show since its July 4 global launch — more than any other film or series in its first four days. And 18.2 million have already finished the entire season.

6:33 PM · 8 Jul 2019

70K Likes   10K Comments   16K Shares

👍 Like   💬 Comment   ↪ Share

Netflix Facebook post

Netflix
2,420,820 followers
1mo · Edited
···

Our culture talks a lot about 'Freedom and Responsibility.' So what does that mean exactly? What does that look like in practice? Hear from employees around the world talking about how F&R shows up in their work and I ...see more

responsibility drives the success of Netflix is
▶ ⏮ ───────────── 0:03 / 3:30 🔊 ⛶

Freedom and Responsibility at Netflix

👍❤️💚 1,443 · 49 Comments · 98,364 Views

👍 Like   💬 Comment   ↪ Share

Netflix LinkedIn post

Netflix LinkedIn post

EACH SOCIAL CHANNEL IS UNIQUE

in LinkedIn

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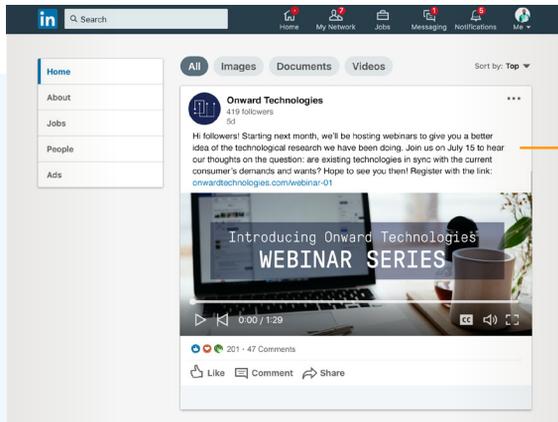

AWARENESS

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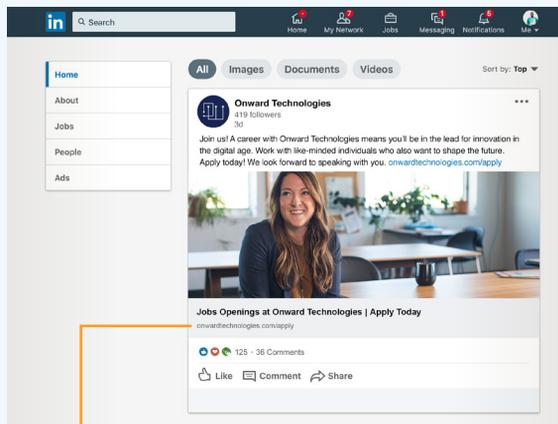
DRIVING ACTION

Send people to your website to get more information.
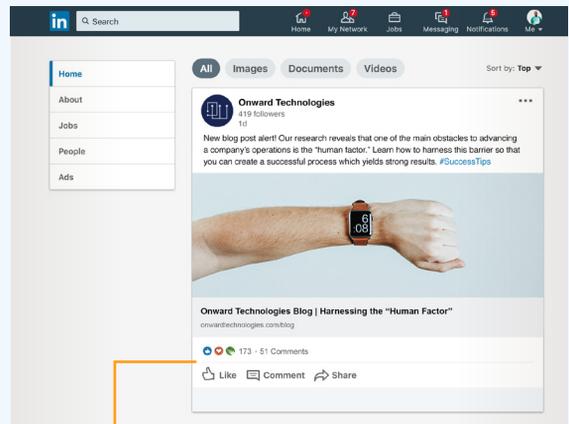
EDUCATION

Share blog posts and articles (video or written) that you've authored. Equally important, share content that others have authored — you don't want to appear overly promotional and only share your own content.

Facebook

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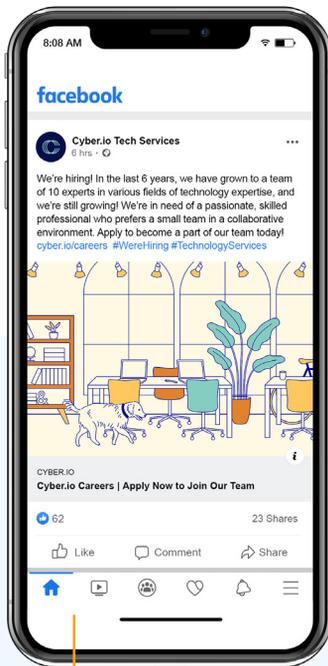
AWARENESS

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

EDUCATION

Don't be afraid to show your stripes. Facebook is considered by many in the services world to be the less serious of the social media channels, so it's a great place to show candid shots of you and your staff doing community service, sharing a funny office moment, and other things happening with your team.
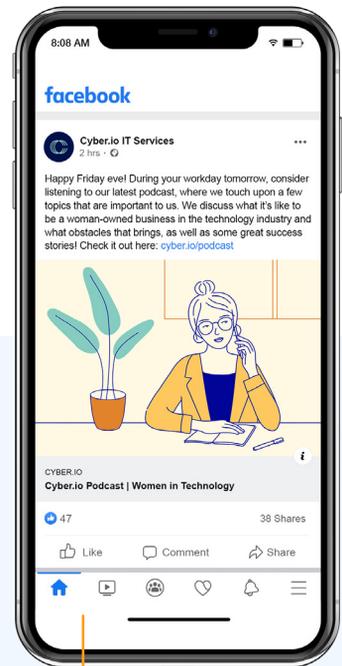
DRIVING ACTION

Drive interaction by letting people know about upcoming events such as webinars, podcasts, and the like.

Twitter

Public news feed of what's happening now.
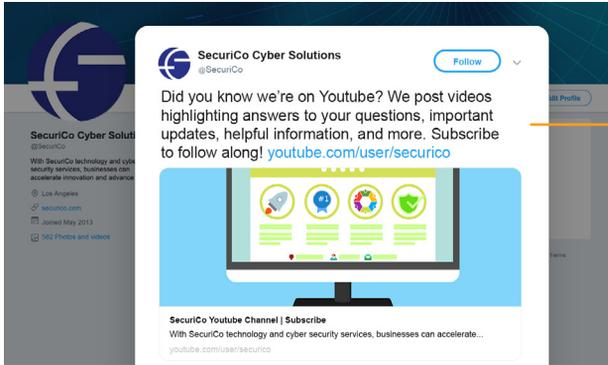
AWARENESS

Let followers know about your other social channels.
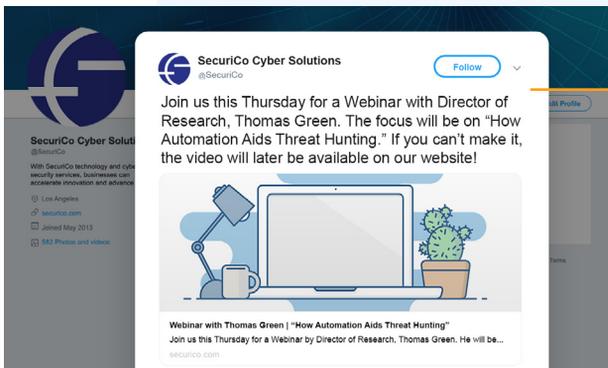
EDUCATION

Share valuable content, respond to comments and share others' Tweets.

DRIVING ACTION

Let followers know how to take advantage of special offers.

▶ YouTube

Video content that's educational and entertaining.

EDUCATION

Create video content that educates your customers on topics that relate to your expertise AND their problem set.

DRIVING ACTION

Show how to use a product or service.

ACTION STEPS

✓

Set up your LinkedIn profile at minimum, and then based on where your audience and your competition is, explore whether other social channels make sense for your business.

✓

Set business goals for this primary channel across these categories.

• Awareness
• Education
• 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, and driving action.

Engage with people on social media 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 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.

ACTION STEPS

✓

At a minimum, claim your Facebook business page and Google My Business profile.

✓

Make sure all information is correct on all sites and always update it immediately if it changes.

DID YOU KNOW?

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

Facebook Business Page

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

# Google My Business Profile

Claim your Google My Business profile to take advantage of the prime placement in Google search results.
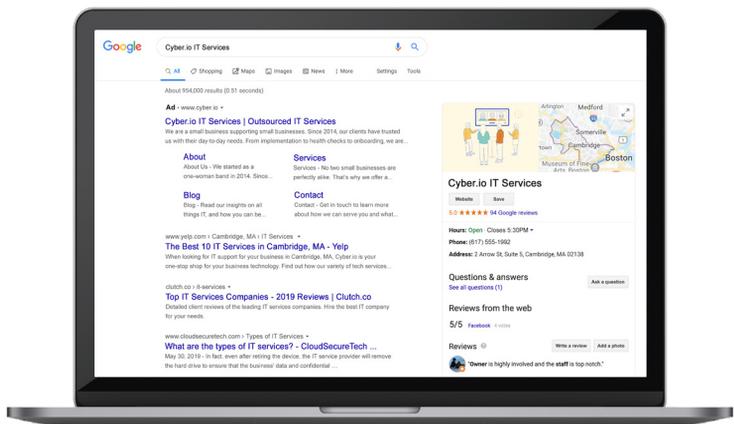
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Create content: Increase your chances of getting found.

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 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 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 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.

The rule of thumb is to avoid polluting your blog with articles about your company, including recent hires, new office space, accolades, or community service. These are typically more important internally and only of nominal interest externally. They have a place in your News section for example. Reserve the blog for what it's intended for: educational content that showcases your opinion and expertise on a topic that aligns with the problem your audience is trying to solve.

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.

Make sure to incorporate a keyword. Place it in the title and a couple of times throughout the blog post itself. This helps ensure your company gets found for the problems your customers are trying to solve.

How to amplify your efforts.

After — and only after — you have the foundational elements in place, paid advertising can be a next step towards amplifying 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 some cases, you'll have to pay to reach people.

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

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.

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.

✓
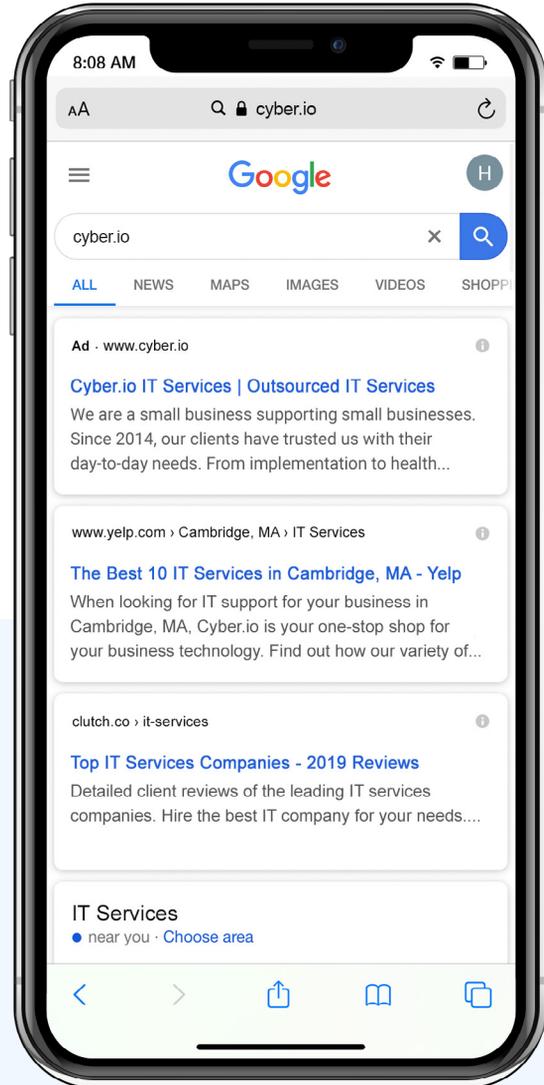
**Set aside a budget of $100 per day to experiment with paid advertising.**

✓

Drive traffic to top-performing pages on your website.

✓

Use ads to get new signups for your email list.
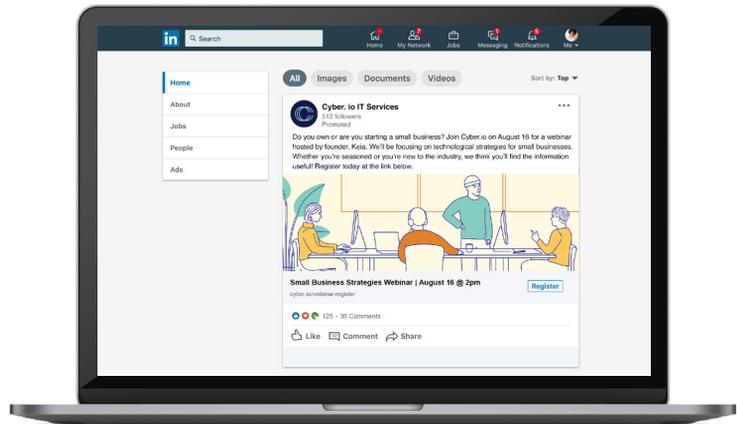
LinkedIn Ads

Ads on LinkedIn are powerful for technology services firms because not only are there lots of potential customers on this platform, you can also make your ads highly targeted to increase their effectiveness.

Target your ads based on company size, revenue, location, decision-maker title, or other demographics and behaviors. You can even create a lookalike audience to target people similar to those already on your email contact list.

How much should you spend on ads?

Different platforms for paid ads will have different budgets. As a starting budget for LinkedIn ads set aside $100 per day 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. The more targeted your ad campaign is, the higher the budget will be.

Generally speaking, it costs more to be effective in Google Ads. Some technology keywords can cost as much as $50 per click! Small and medium-sized firms can expect to spend between $7,000 and $9,000 per month. Like with LinkedIn ads, you'll want to continually monitor each click to ensure you're getting the results you expect for your investment.

↓

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 through informative, educational content, that you're responding to 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 mean following you on social channels, downloading whitepapers, 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 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.

Connect
With new prospects

Providing a wow
Experience

Increasing exposure

Entice
Staying in touch

Driving social visibility
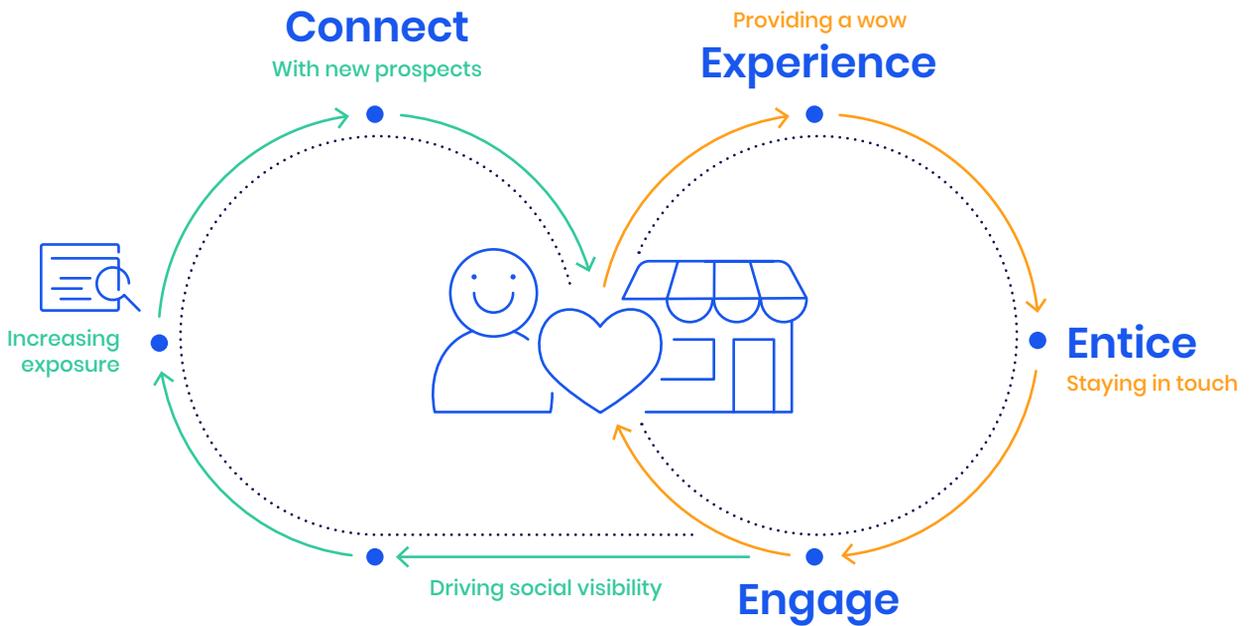
Engage

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.

Here's how you can take action:

Create a mobile-responsive 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.
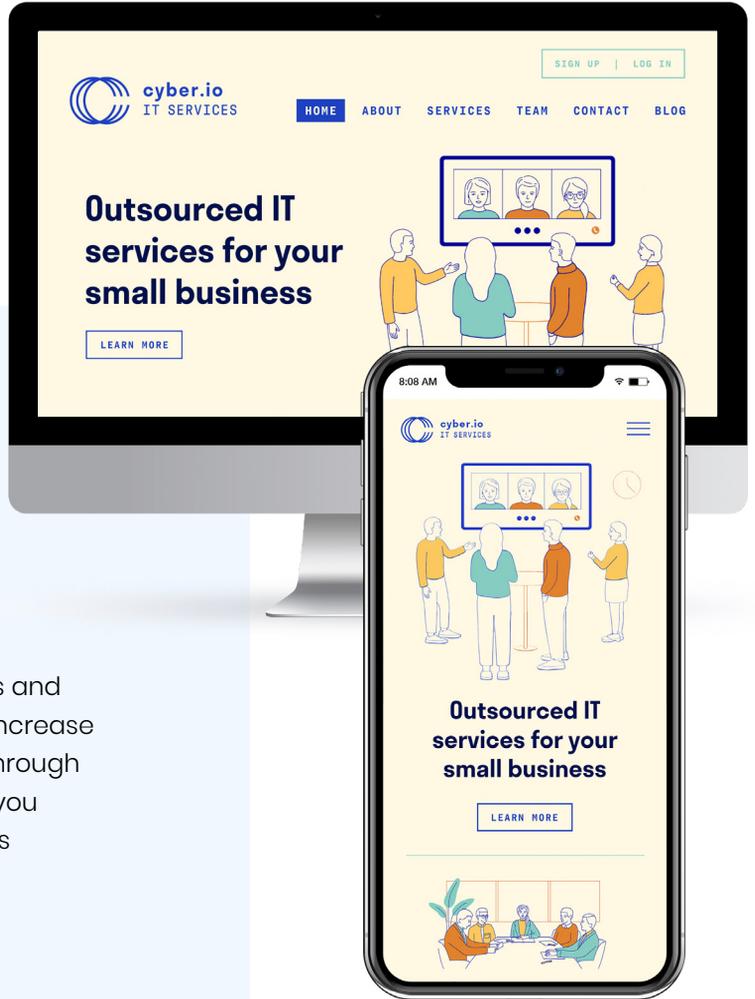
Here's how you can take action:

Capture email addresses from website visitors.

Offer a promotion or exclusive downloadable 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.

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, downloading your content, and joining your email list.

8:08 AM

Cyber.io IT Services
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We're hiring a senior developer! Here at Cyber.io, we emphasize camaraderie and close connections with coworkers. If you'd like to sit down with a cup of coffee and discuss why you think you might be a good fit with us, we'd love to hear from you! Apply at the link below.

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How many years of experience are you looking for? Cyber.io sounds like a great place to work.

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🖊 Author
Cyber.io IT Services
We expect 5–10 years of experience for this role. We hope to speak soon!

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.

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.

cyber.io
IT SERVICES

Small businesses, unite!

We're Cyber.io and we're on a mission to help small companies thrive with custom tech solutions. From implementation to health checks to onboarding, we assist with all aspects of a typical IT department.

As a thank you for connecting, get a free consultation with our experts to see how we can help support you.

FREE CONSULTATION

2 ARROW STREET, STE 5   CAMBRIDGE, MA 02138   617.555.1992

Here's how you can take action:

Amplify your efforts with paid advertising.

With your fundamentals in place, paid advertising can help drive targeted traffic to your website, expose your business to more of the right people, and collect more email addresses to get even more business.
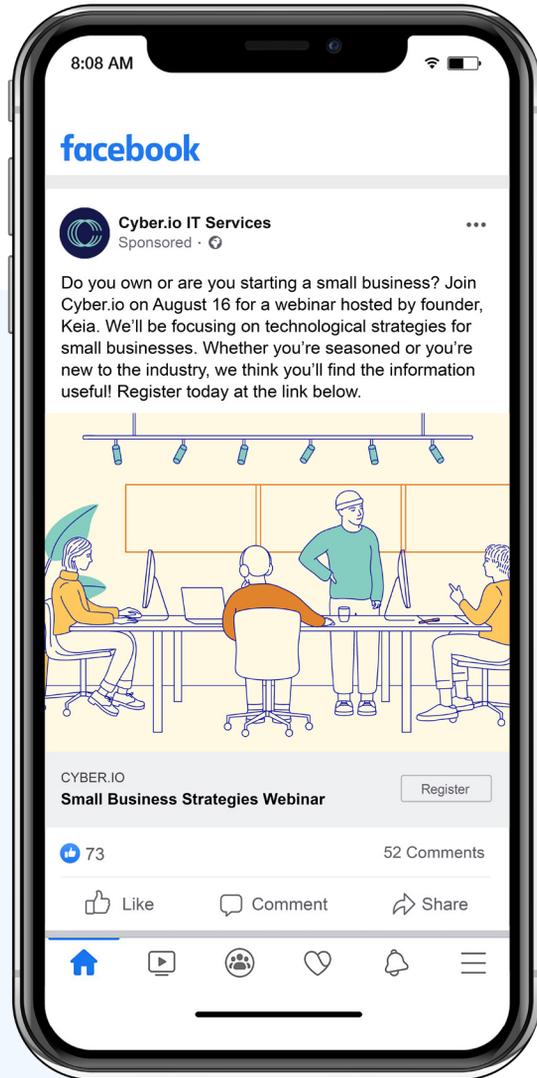
How will you know your online marketing efforts are working?

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? And are they the right people?

• 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-responsive 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.

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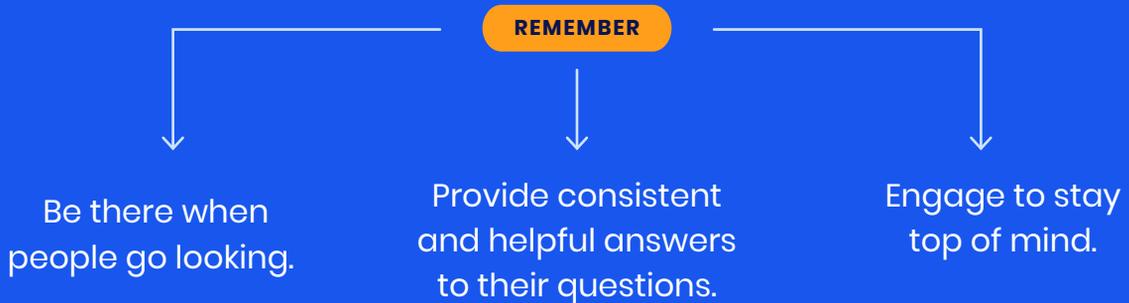
By doing these things you'll get the word out about your business, drive more people to your website, and do more business.

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

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?	◯ YES	◯ NO
Do you have a domain name?	◯ YES	◯ NO
Do you have a website?	◯ YES	◯ NO
Is it mobile responsive?	◯ YES	◯ NO
Does it include at least these five pages?		
Homepage	◯ YES	◯ NO
About Page	◯ YES	◯ NO
Services/Solutions Page	◯ YES	◯ NO
Our Team 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 and differentiated 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?

- ○ LINKEDIN
- ○ FACEBOOK
- ○ TWITTER
- ○ 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
Education	○ 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
Facebook	○ YES	○ NO
Have you confirmed the information is accurate?	○ 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?	○ LINKEDIN	
	○ GOOGLE	
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

Find more powerful tools, marketing advice, and how to win with online marketing at 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