



The Online Marketing Guide For Local Business

DALLAS MEDIA

Internet Marketing For Local Businesses

7 ESSENTIAL
TIPS FOR USING
FACEBOOK TO
INCREASE
SALES



HOW TO
CONNECT WITH
MOBILE
CUSTOMERS

3 WAYS TO
INCREASE
FOOT TRAFFIC IN 3
DAYS OR LESS

TAKE YOUR MARKETING
TO THE NEXT LEVEL WITH
 **PUSH**
NOTIFICATIONS

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Welcome To Our Magazine

Thanks for checking out our May 2016 issue of Dallas Media Magazine, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're are just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,
Robert Corrotto
Editor

BROUGHT TO YOU BY

www.DallasMediaCorp.com the leading small business marketing service in the Dallas area. We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of Dallas Media Magazine. Feel free to reach out to us anytime.



7 ESSENTIAL TIPS FOR USING FACEBOOK TO INCREASE SALES

It used to be that having a Facebook account for your business was optional. Few companies had them and few customers even thought about following their favorite brands on social media.

Today, that has all changed. Customers expect the businesses they frequent to have

a social media presence, and they follow the companies they like on a regular basis. That makes Facebook a powerful tool for both local and online businesses to increase customer engagement – and increase sales, too.

With that in mind, here are seven essential tips to help you use Facebook to increase sales.

TIP #1:

BROADCAST YOUR CONTACT INFORMATION

Because Facebook uses a newsfeed to show users content from their contacts, that is where most of your followers will see your post. That means that it's not enough to have your phone number and other relevant contact information on your Timeline – you have to include it in your posts, too.

The goal is to make it as easy as possible for customers to find you, whether they are seeing your content on a computer or on a mobile device. Facebook doesn't have character limitations like Twitter, so that means that it's easy to tack your phone number, web address, and other relevant information onto the end of any content you post. Customers are far more likely to patronize your business if you make it easy for them to find you.

TIP #2:

INCREASE CUSTOMER ENGAGEMENT

This should come as no surprise, but customers like to buy from companies that seem to care about them and their needs. The best way to increase customer engagement and build brand loyalty is to make a point of creating and posting valuable and entertaining content for your Facebook followers. The majority of what you post should be things that entertain and inform your followers. It's fine to post an occasional sales pitch, but most people do not want to be hit with a barrage of ads disguised as content. Stick to the 4-to-1 rule: for every one sales pitch you create, share four pieces of content whose only goal is to provide something interesting for your followers. They will thank you for it with their business.



TIP #3:

BOOST YOUR MOST IMPORTANT POSTS

Facebook's algorithms have evolved significantly in recent years. Statistics show that the average business post reaches only about 16% of followers organically. If you want to guarantee that your most important posts will be seen by the majority of your followers, you need to take advantage of Facebook's "boost post" option, which will display your post in the newsfeeds of both your current followers and their social media contacts.

You can boost a post for as little as five dollars, and the increase in engagement is well worth the expenditure. Incidentally, you can also boost a post to reach a new, targeted audience based on your specifications.

TIP #4:

ENABLE FACEBOOK MESSAGING

One of the most important things for online customers, including those who use Facebook, is convenience. Your goal should be to make the process of getting in touch with you as simple and straightforward as possible. If a customer has a question, they should be able to message you directly from your Facebook page. Forcing them to go to your website – or even to their own email account – to message you adds an unnecessary step and complicates the process.

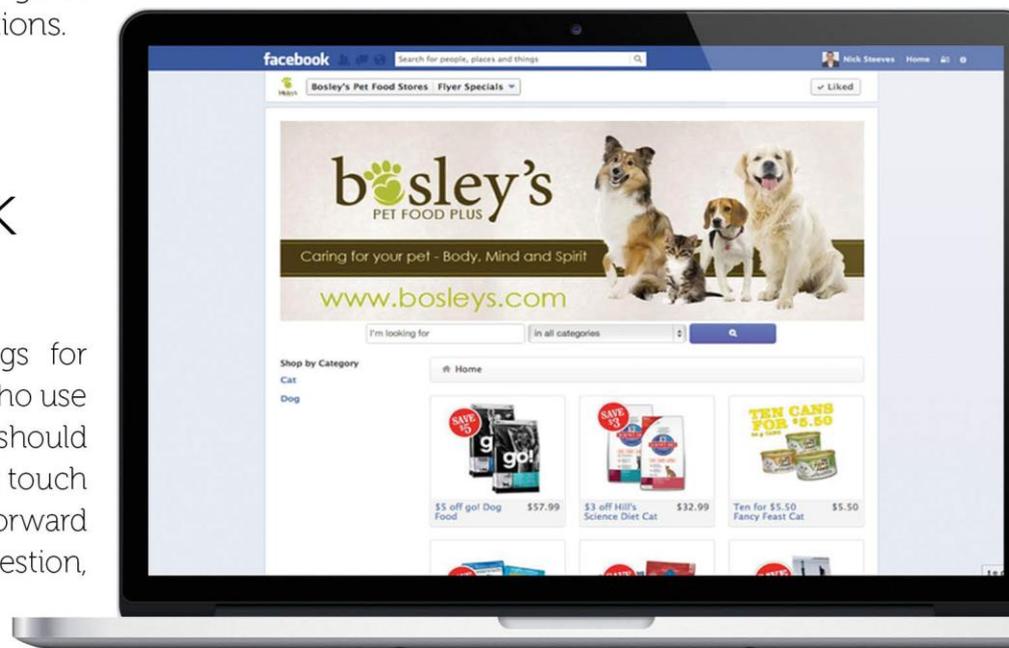
To enable messaging, click the Edit Page button. Then click Edit Settings, go to the messaging area, and tick the box next to "Allow people to contact my page privately by displaying the Message button." Once you enable this option, you need to make sure to monitor your page for new message and respond to them promptly.

TIP #5:

SET UP A FACEBOOK STORE

It used to be that businesses had to redirect customers to their websites if they wanted to market to Facebook users. Now, it's very easy to set up a Facebook store that allows you to sell directly to people on Facebook – and it costs as little as five dollars per month to do it.

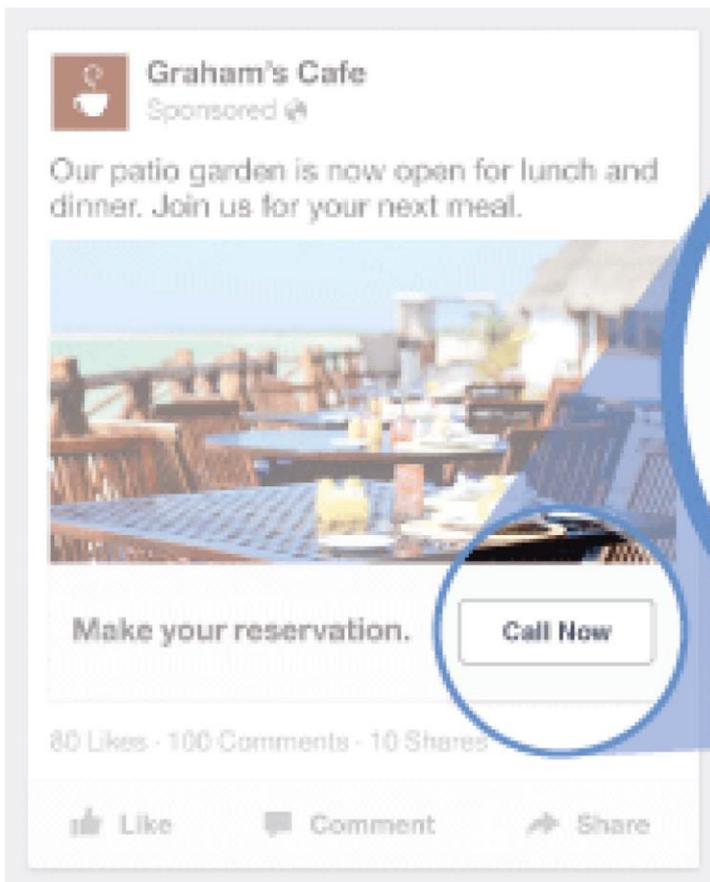
You can set up your store directly on Facebook, or you can use a tool like Shopify to do it. The store will be a dedicated tab on your Facebook page. Once you set it up, you can even display a "Buy Now" button on boosted posts or ads, making it extremely easy for customers to buy your products.



TIP #6:

USE MOBILE MARKETING TOOLS

Mobile use of social media has never been higher. More people are accessing the internet – including social media sites like Facebook – using mobile devices than ever before, and that is a trend that is expected to continue. If your



Facebook marketing is ignoring mobile users, then you are missing out on a huge potential audience.

One of the best ways to reach and engage mobile customers is to place an ad and use the "Call Now" button as your call to action. This is an especially powerful tool to increase sales for businesses that provide services, such as healthcare providers and salons. It allows mobile users to call your business directly with the click of a button instead of having to click through to your website to get your number. Again, simplification is the key when it comes to social media marketing.

TIP #7:

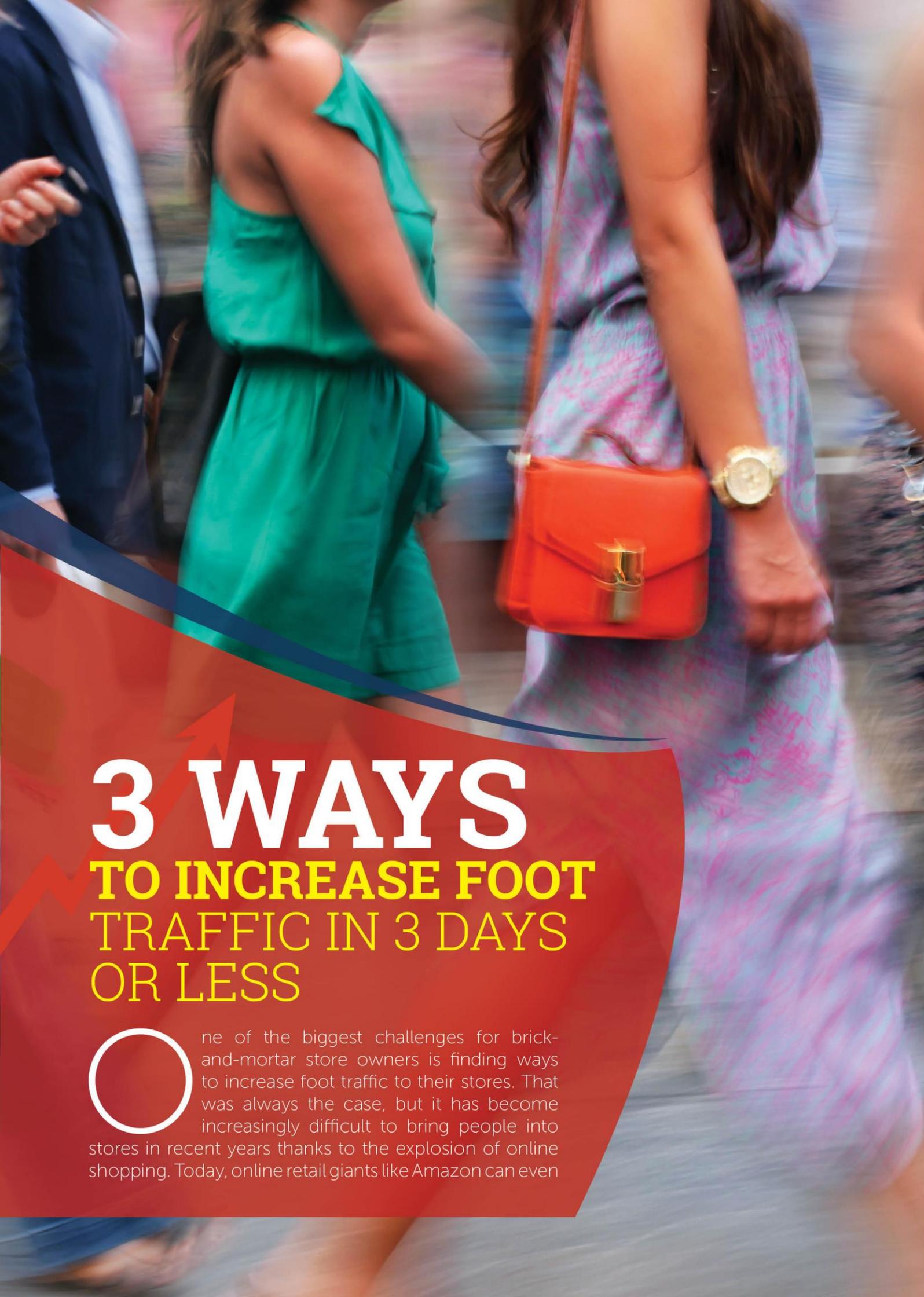
CREATE A FACEBOOK OFFER

Another nice feature of Facebook is that you have the ability to create a special offer that you can send to your followers. The option is right above the box at the top of your page where you

post status updates. Just click the "Offer/Event" option and then write a headline, and choose an image from your existing images (or upload a new one). After that, you will need to select both start and end dates for your offer and outline the parameters of the offer.

It used to be that you could send out an offer without having to pay to boost it. However, now you have to boost the offer if you want it to appear in your followers' news feeds. (If you choose to create it without boosting it, it will post only on the top of your Timeline.) If you do choose to boost it, you will be given the opportunity to choose your target audience. It will post with a "Get Offer" call to action button that encourages your followers to take advantage of the offer immediately.

As you can see, there are many ways to use Facebook to boost your sales. The key, above all else, is to keep things simple and intuitive. Your followers shouldn't have to guess what to do if they want to contact you or make a purchase. When you streamline things, you greatly increase the chances that your Facebook followers will buy from you – both now and in the future.



3 WAYS TO INCREASE FOOT TRAFFIC IN 3 DAYS OR LESS

One of the biggest challenges for brick-and-mortar store owners is finding ways to increase foot traffic to their stores. That was always the case, but it has become increasingly difficult to bring people into stores in recent years thanks to the explosion of online shopping. Today, online retail giants like Amazon can even



offer same-day delivery in some cases. When you combine the convenience of internet shopping with the low prices that big retailers can offer, it is easy to see why local stores have such a hard time finding ways to compete.

Even if you have a small online store, you still need to find ways to bring customers in to see you. The good news is that there are some ways to do that quickly without having to spend a ton of money. Here are three ways to give your in-store foot traffic a boost within three days.

IDEA #1: **HOST AN IN-STORE EVENT**

One of the quickest and easiest ways to get customers into your store is to host an event. Some events might require elaborate planning, but if you use your imagination, you can set up a compelling event in just a few days.

The key to setting up a successful event is to think about what makes your store unique and find a way to capitalize on it. Let's look at a hypothetical example.

Imagine that you own a small bookstore. You probably won't be able to compete with Amazon's prices. They have such a high volume of sales that they can afford to sell

at a deep discount. However, you can offer something that they can't – the possibility of getting together with other book lovers in a casual social setting. You might not be able to attract a big-time author on short notice, but why not set up a reading featuring a few local writers? You could offer free coffee and snacks as an incentive, have local authors read from their work, and offer their books for sale. An alternative might be to host a book swap or even start a book club.

An apparel store might put together a fashion show or pair up with a local beauty supply store to offer makeovers. The key is to get creative and think about what you can do to entice customers to visit your store. You can get the word out quickly with signs, cross-promotions, and local radio advertising. If you have an app for your business, you can even use push notifications to let your local customers know about your event.

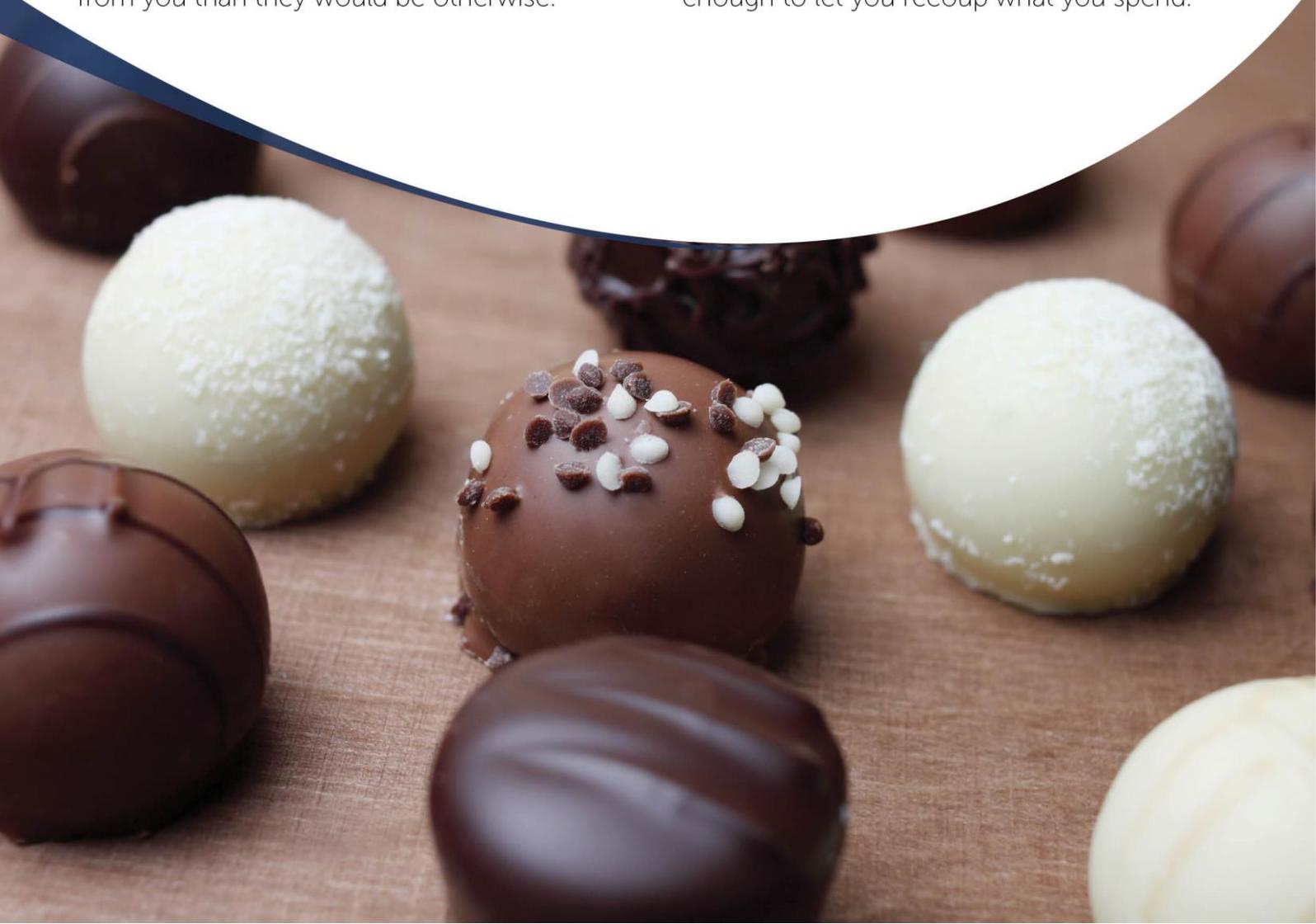
IDEA #2: **START OFFERING EVERYDAY FREEBIES**

Everybody loves to get something free. It's part of human nature. It might seem counterintuitive to give away something for nothing, but there is actually a psychological basis for doing it. All people are subject to brain quirks called cognitive biases. They're mental shortcuts. They might not – in the grand scheme of things – make logical sense, but you can use them to your advantage if you're smart.

One of the most common cognitive biases that retailers can use to their benefit is Reciprocity. Reciprocity is the idea that if someone gives us something, we must give them something in return. When you offer customers something for free, they will be far more inclined to buy from you than they would be otherwise.

Some big retailers have the idea of reciprocity down. Costco is a great example. They hand out free samples in the grocery department every day. They do it because they know that people who get a free taste of a product are very likely to buy it. Grocery store Trader Joe's does the same thing.

Even if you don't sell food, there are some ways that you can offer customers something free. An apparel company might offer a free luxury hanger with every purchase. A bookstore might offer a free bookmark or complimentary coffee; and a chocolatier might offer a free chocolate to people who come in to the store. There are countless ways to use free giveaways to your advantage. Of course, you also need to let people know about your giveaways. Putting a big sign in the window is a good way to get started, as is touting your new policy on social media. As you implement your giveaways, you'll end up getting a lot of work-of-mouth advertising, too. The free publicity and increased foot traffic will be more than enough to let you recoup what you spend.



IDEA #3:

PERSONALIZE THE SHOPPING EXPERIENCE

As mentioned earlier, it can be nearly impossible for small companies to compete with big online retailers when it comes to price and convenience. However, there is one thing that small retailers can do that big companies can't. While it might seem that customer service is a thing of the past, the opposite is actually true. Oftentimes, the only reason that customers choose to patronize a local business over a big chain is service. They know that if they shop local, they will get better service than they would get online.

A great way to increase foot traffic to your business is to dial your customer service up a notch and offer customers a truly personalized experience. Many retailers are now offering concierge service to customers. For example, an apparel store might decide to offer the

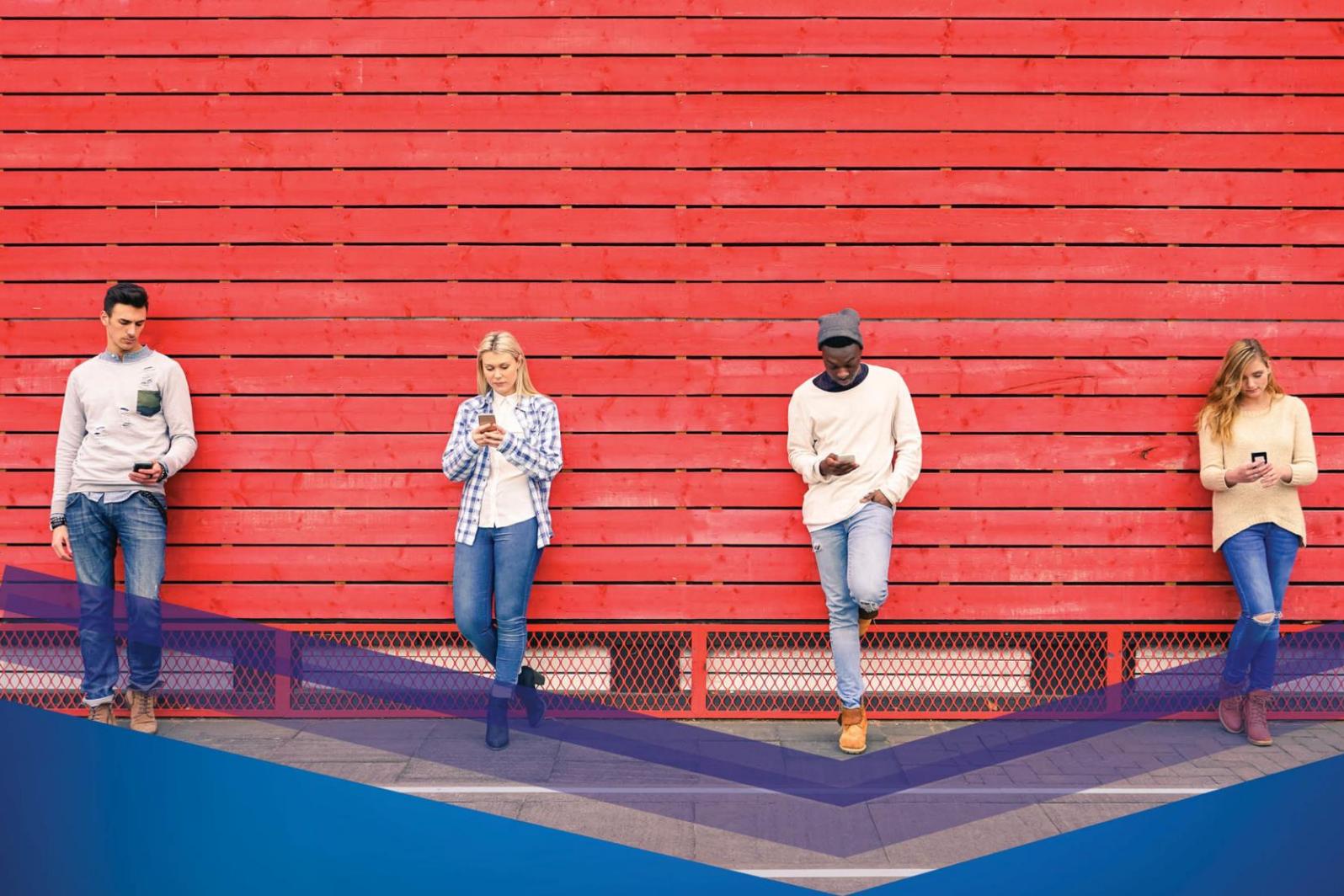
services of a personal shopper or even a stylist. They could pair up with a local salon or shoe store to combine services, giving customers the ability to have a one-stop shopping experience that's truly unique.

You might also consider using mobile technology to contact customers when they're in your area. If you have an app for your business, push notifications can allow you to send customers coupons or special offers when they're nearby, and you can go the extra mile by pulling out a product that you think your customer might enjoy based on their buying history. Think of it as an in-person version of Amazon's "Customers who bought this also bought..." feature. It's a good way to make your customers feel valued and special – and they will tell other people about it, too.

To use this idea to attract traffic, you'll need to get the word out. One good way is to create an offer on social media – say for a free session with a personal shopper or something like that. You'll entice customers to visit the store, and the unique experience they have will turn them into repeat customers – and brand ambassadors.

Attracting foot traffic can be a challenge, but the key is to find ways to make your store stand out from the crowd. When customers feel that you offer something that is truly unique, they are far more likely to shop with you than to settle for a mundane experience online – and that's what you want.





HOW TO CONNECT WITH MOBILE CUSTOMERS

There is no denying the fact that mobile marketing is not the wave of the future anymore – it's a necessity in the present. 2015 marked the first year that mobile searches outpaced computer searches on Google, and the trend toward mobile search shows no sign of slowing.

As of 2016, over two billion people own smart phones worldwide. It is essential for companies to find ways to connect with their customers on mobile devices. In fact, mobile marketing is especially important for local companies. Amazon has started using delivery drones to guarantee same-day delivery on certain items, and that means that owners of brick-and-mortar stores have lost one of the few advantages they had over online retailers.

With that in mind, here are some ideas you can use to connect with your customers on mobile devices.



ENABLE MOBILE PAYMENT OPTIONS

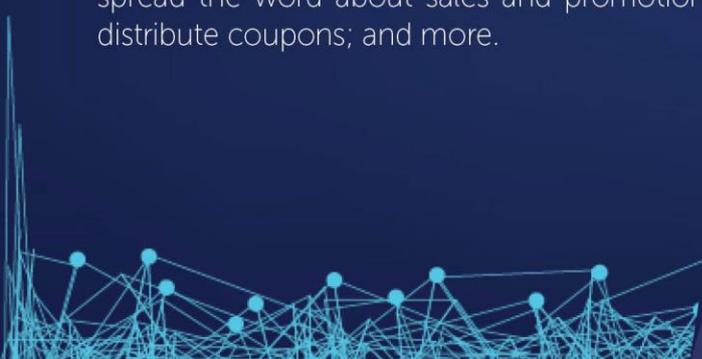
Mobile wallets – apps that allow customers to carry their financial information, including credit cards, on their smart phones – are growing increasingly popular. In 2015, 12.7% of all mobile users in the United States used some kind of mobile wallet, and that number is expected to increase to 20% in 2016. Mobile users want the convenience and flexibility of being able to use mobile payments. While accepting mobile payments might not seem like marketing, it actually can help you to attract new customers. Once the word gets out that people can use their mobile wallets with you, it may give you the edge over competitors who haven't yet caught up with the trend.

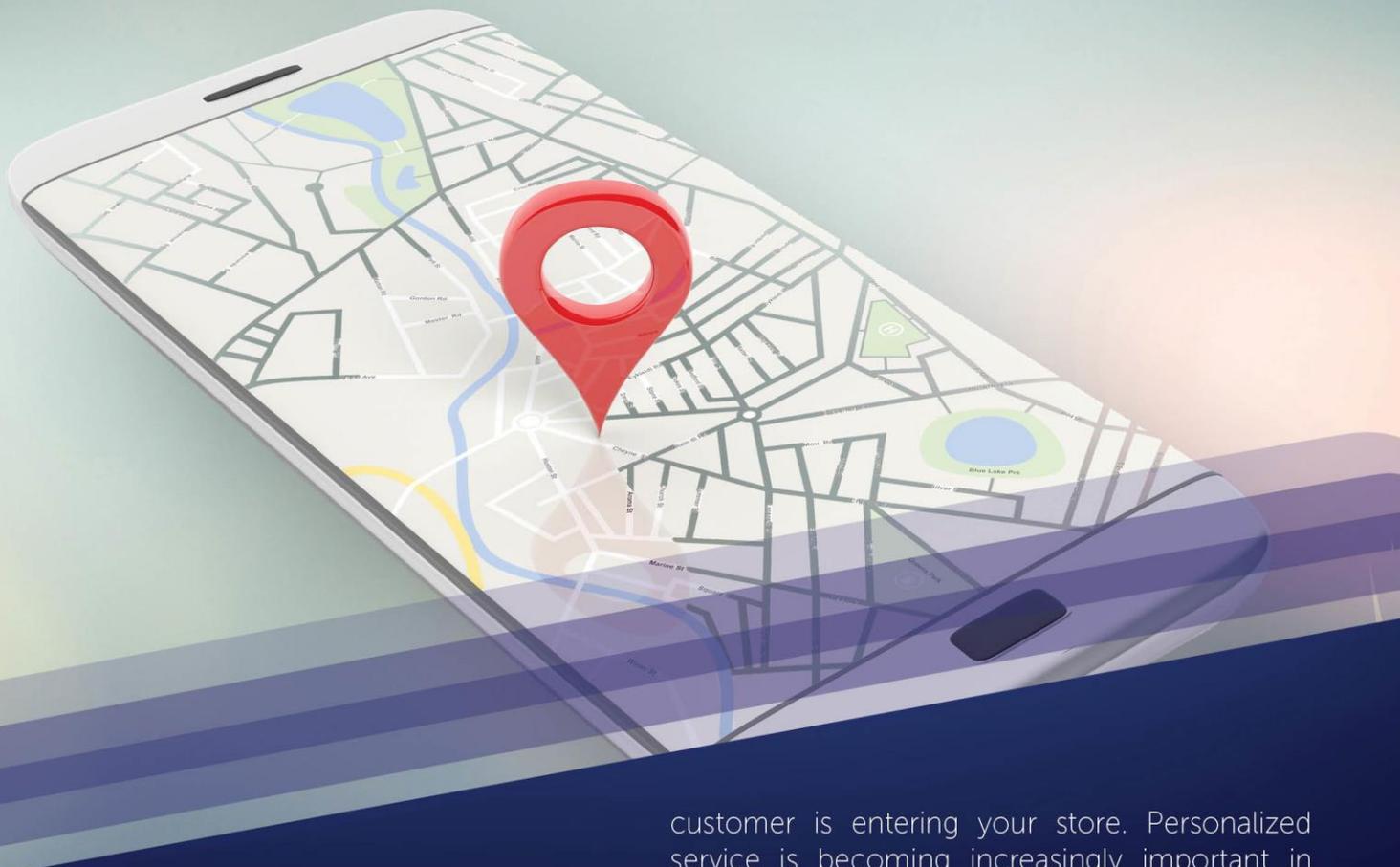
USE TEXT MESSAGE (SMS) MARKETING

Text messages are one of the most underutilized forms of marketing – which is surprising, because they're also one of the most effective. The open rate of text messages is close to 99% -- significantly higher than the open rate for emails, which is between 20% and 25% for most businesses. A 99% open rate means that you can be virtually certain that all of the people on your mobile list will see your message. That makes text messaging an ideal way to spread the word about sales and promotions; distribute coupons; and more.

TAILOR YOUR MARKETING MATERIALS FOR MOBILE USERS

It used to be that the apex of mobile marketing was to have a mobile-adaptive site that would automatically adjust to the device on which it was being viewed. However, that might not be enough for today's sophisticated mobile users. The fact is that people experience content in a different way on





mobile devices than they do on computers, and your marketing should reflect that. For example, emails that are in a single column format are very easy to read on mobile devices, while multi column emails can be a challenge, requiring users to scroll both horizontally and vertically. If you tailor your emails for mobile users, you will get a better open rate – and a higher conversion rate – than you otherwise would.

USE LOCATION-BASED TECHNOLOGY

Another popular trend in mobile marketing is the use of location targeting to reach out to customers when they are in the vicinity of your business. For example, geo-targeting can now send an automated message to a customer who is in the parking lot, advising them that you have a sale or promotion that might interest them. You can ping customers when they are in your area and entice them to come into the store. An equally exciting notion is the thought that you could use mobile technology in reverse, to notify you when a valued

customer is entering your store. Personalized service is becoming increasingly important in local retail. Imagine if you could greet a customer at the door, armed with a tablet that would show you their buying history and preferences. It's a way of providing concierge-level service without a lot of hassle – and it's something that can make the experience of shopping in your store preferable to shopping online.

TARGET MOBILE CUSTOMERS WITH VIDEO

It used to be that smartphone users had to pay for huge data plans to be able to watch videos on their phones. However, today many mobile users are connected to wireless networks and thus find it very easy to watch videos on their mobile devices. For that reason, it makes a lot of sense to target mobile customers with video on sites such as YouTube, Vimeo, and Snapchat. Video marketing is hugely popular and one of the most shareable forms of internet content, making it a natural choice for companies who want to bring in mobile users.





CREATE A MOBILE APP

You might have heard that creating a mobile app is expensive. It can be, but it's also one of the best ways to connect and interact with mobile customers. Many companies today have developed and sold mobile apps to make it easy for their customers to buy from them without having to access a website. For example, pizza delivery places like Pizza Hut and Dominos have apps that allow customers to place orders directly from their phones. Depending on your business, you may have to get a bit creative with your app design to make something that your customers will find useful. However, it's worth the time, effort, and money. Mobile customers appreciate the companies who cater to them and will be happy to have an app they can use to frequent your business.

USE SOCIAL MEDIA INTELLIGENTLY.

Instagram is one of the world's most popular mobile apps. In the past, their advertising program met with some criticism because it was not possible to place a link in an ad. However, that has changed and Instagram's marketing is open to the public. Instagram also gives advertisers access to Facebook's psychographics (hobbies and interests) making it easier than ever to target customers.

Speaking of Facebook, another good option for mobile advertisers is to take advantage of Facebook's "Call Now" button for mobile ads. This button is perfect for local businesses who want customers to call. It puts in a touch button that enables people who see the ad on a mobile device to call your business with the touch of a single button. It's a good way to encourage mobile users to call to ask questions or make appointments.

The bottom line is that mobile marketing is going to be hugely important in 2016 and beyond. The companies who make the most of the trend now are those most likely to be successful in the future – while their competitors are scrambling to catch up with them.





TAKE YOUR MARKETING TO THE NEXT LEVEL WITH PUSH NOTIFICATIONS

Do you want to find new ways to interact with your existing customers? One of the best ways to keep in touch with customers in real time – and keep them informed of relevant information including events and sales – is to use push notifications. It used to be that push notifications were exclusively used by mobile app developers, but that has changed. You can now use them even if you don't have a mobile app by tying them to your website.





WHAT ARE PUSH NOTIFICATIONS?



In case you are unfamiliar with push notifications, let's start with a simple definition. A push notification is an automated notification that gets sent to people who have opted in to receive notifications on your website. The notifications are sent in real time, even if the customer isn't on your website. In other words, the notification "pushes" through, even at times when a user might seem to be inaccessible.

Some mobile apps opt users in to receive push notifications automatically. However, if you want to use push notifications on your website, you will ask customers to opt in to them the same way you might ask them to opt into your email list.

HOW DO CUSTOMERS OPT IN FOR PUSH NOTIFICATIONS?



The process for opting in to receive push notifications should be a relatively simple one. If you have ever opted in on a site and been asked which topics you want to hear about, you have signed up for push notifications. You have a couple of options when it comes to getting customers to opt in:

1. You can provide customers with a list of potential topics when they first opt in and let them select the types of notifications they want to receive.
2. You can allow customers to opt in to push notifications on an as-needed basis. Online retailer Zulily does this by letting customers elect to be advised when a particular brand goes on sale. They receive a notification before the brand becomes available, and they can click on the URL in the notification to be taken directly to the sales page for the brand in question.

There are benefits to both options. The first option gives users a sense of control when they are opting in. There are times when giving out your email address can feel like a leap of faith. You can't be sure what content you'll be getting. When you let subscribers choose which notifications they receive, you will most likely end up with a lower unsubscribe rate than you might have if you sent everybody everything.

The second option has slightly different benefits because it is even more targeted than the first. When you enable specific push notifications that are geared toward people who are ready to buy from you, you can be reasonably certain that you will get a good return on your investment. That's because the notifications that are sent with this type of opt-in

are very specific. You know that your customer likes a particular brand, and you offer them an easy way to ensure that they don't miss out on sales or special offers of that brand.

It's important to note that some websites do feature an opt-in that's just a pop-up window saying "Website would like to send you push notifications" with no additional information included. While that might be simpler than asking people to choose topics, it's also not as personal and far more likely to result in people unsubscribing than a targeted opt-in.

TIPS FOR USING PUSH NOTIFICATIONS

Now that you have a clear idea of what push notifications are and how they work, let's talk about some of the specific ways you can use them to improve your marketing and increase your sales.

1. **Personalized shopping notifications** are a very good idea for any local business that wants to attract new customers. There are many different ways you can use this type of notification. For example:
 - a. A restaurant might allow customers to opt in to receive notification of seasonal items or even menu changes. The notification might include a URL

that would take the customer to a description of the item in question – or even to the reservations page so they can pick a time to come in and try what you're offering.

- b. An apparel store might ask customers to choose their favorite brands or items and then send push notifications based on their preferences. Do you have a customer who loves Kate Spade bags? You can let her know when you've received the latest styles, and thus increase the chances that she will come into the store to check them out – and buy one.
- c. Service providers such as realtors can use push notifications to help customers track available property in a particular area, or within a particular price range. You could even set your push notifications up so clients can track properties with specific features, such as in-ground swimming pools or a certain square footage.

These are just a few examples. Note that all of these are personalized options that cater to an individual customer's taste and preferences. The most effective push notifications are those that are tailored to the people who receive them.



2. **Promotional push notifications** are one of the best ways to get the word out about a sale or special event. After all, if you're going to have a sale, you want to be sure that you get a good turnout for it – and the same is true if you're hosting a special event like a party, fashion show, or seminar. Here are some ways you might use push notifications to promote your company:

- a. Sometimes stores decide to have a sale on short notice. Instead of paying a ton for advertising that your customers might not even see, try sending a push notification instead. You can let them know when the sale is happening, what will be on sale, and how much they can expect to save.
- b. Are you appearing at a local event such as a fair or fundraiser? You can let your regular customers – who might not normally attend such an event – know, and increase the chances that your appearance will be a successful one.

- c. Do you have a new product? Push notifications are a great way to get the word out about a new product line or individual product – or even about a new service that you're offering. Personalized service is becoming increasingly important for local retailers who need to compete with Amazon and other huge online stores. If you're adding a personal shopping service or something else that might entice customers to come into your store, send them a push notification to let them know about it.
- d. You can also use push notifications to send out coupons and promotional codes. Everybody loves a discount, and you can let customers opt-in to receive coupons on a regular basis.

Again, these are a few basic ideas, but you can use the same technique to promote any aspect of your business that is out of the ordinary, such as a change in your hours or an expansion of your services.





3. **Transactional push notifications** are notifications that are specifically tailored to individual customers based on their buying history with you. Here are some examples of ways that you can use transactional push notifications.

- a. You can use push notifications to automatically send customers a receipt for a purchase. You can even combine the receipt with a promotional push notification that offers the customer a discount or coupon if they return and make a purchase within a specified period of time.
- b. You might use a push notification to suggest additional items that go with an item that a customer recently

bought. For example, say that your customer bought shoes from you, and a matching bag is also available. You could send them a push notification to let them know that you have the bag in your store.

Both of these options add value and convenience for customers, and they are a good way to use transactional push notifications effectively.

The bottom line is that push notifications are an extremely effective way to interact with customers in a manner that makes them feel valued. Because personalization is so easy, you can deliver a level of customer service that just isn't possible with traditional marketing – and that can increase customer loyalty and drive up your repeat business.



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