



# DALLAS MEDIA

Internet Marketing For Local Businesses

## BRAND AMBASSADORS

HOW TO GET PEOPLE TALKING  
ABOUT YOUR BUSINESS

HOW TO CREATE A  
BETTER ONLINE  
CUSTOMER  
EXPERIENCE



THE 8 GREAT  
FREE MARKETING  
TOOLS EVERY BUSINESS  
SHOULD HAVE 

THE 10 EASIEST  
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facebook®

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## Welcome To Our Magazine

Thanks for checking out our September 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 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

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Dallas Media Corp. 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.

# 8 GREAT ABSOLUTELY FREE MARKETING TOOLS EVERY BUSINESS SHOULD HAVE



**W**hen you own a small business, it can be extremely challenging to find money in your budget for marketing. The good news is that there are plenty of free tools out there that you can use to boost your marketing efforts without spending any money. If you use these

you can free up money in your budget to place targeted ads on social media, or even compete for some choice keywords on Google.

With that in mind, here are the top eight free marketing tools available, along with some tips about how to use them.



## MOZ LOCAL: CHECK LISTING

**MOZ**  
LOCAL

Did you know that when it comes to local SEO, one of the most important things you can do is to standardize the listings of your name, address, and phone number (also known as NAP listings)? The reason is that inconsistent listings can dilute your online presence. Keeping track of all those listings can be a pain, but the Moz Local: Check Listing tool makes it easy for you to:

1. Generate a comprehensive list of your NAP listings
2. Compare your listings to make sure they are consistent
3. Use what you find to correct any mistakes and consolidate your online presence

It might seem like a simple thing, but standardizing your NAP listings can have an immediate impact on your local search rank – and that can make a huge difference in your sales.

## SCREAMING FROG

Scre@mingfrog

Performing a full audit of your website can be an enormous hassle, but Screaming Frog makes it easy. You can use this free tool to:

1. Identify and fix broken links on up to 500 pages
2. Audit redirects
3. Find duplicate content so you can rewrite it as needed
4. Check your page titles and meta data to make sure they are optimized

A site audit might take days, but Screaming Frog can help you shortcut the process and hone in on the areas that need to be fixed.

## KEYWORD.IO

keyword.io

While backlinks are a very important part of any company's SEO strategy, it would be a mistake to ignore your choice of keywords as a component of your search ranking. If you want to get an idea of the best keywords to use on a variety of websites, consider using Keyword.io, which lets you:

1. Enter keywords and topics
2. Get a list of popular keywords on popular sites including YouTube and Fiverr
3. Pay for more comprehensive suggestions, including high-value, long-tail keywords

There are other keywords tools out there, but the real benefit of this one is that it gives you keywords targeted by site – something that can be extremely valuable when it comes to fine-tuning your marketing.

## SITELINER

Siteliner

Going through your website to look for duplicate content can be time-consuming. However, it is extremely important if you want to avoid getting penalized by Google. Double-checking is especially important if you think someone responsible for the content on your site has been spinning content found elsewhere. Siteliner allows you to check for all of the following:

1. Duplicate content, common content, and unique content
2. Average page size, load time, and the number of words per page
3. Internal and external links
4. Text to HTML ratio

Because it is so versatile, this tool is a huge boon for business owners with limited marketing resources. There is a limit on the number of pages you can crawl, but most small businesses will be able to get everything they need with the free version of this tool.

## ANSWER THE PUBLIC



ANSWER  
THE PUBLIC

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## FACEBOOK AUDIENCE INSIGHTS



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# HOW TO CREATE A BETTER ONLINE CUSTOMER EXPERIENCE

It doesn't matter what niche or industry you are in. Competition is part of the game, and if you're dealing with customers online you might have to deal with competition that's local as well as competitors from around the world. What that means

is that providing a fantastic online customer experience is more important than ever before.

Here are some suggestions to help you ensure a smooth and enjoyable experience for your online customers.



## GO MOBILE FRIENDLY

As of 2015, more online searches were conducted on mobile devices than on computers, a trend that is expected to continue into the foreseeable future. To give your customers a great mobile experience, you should pick a mobile responsive design for your website, and make sure that any emails you send out are optimized for mobile users. Some things to keep in mind for email include keeping your text in a single column and including alt tags for your images in case they don't load properly.

## STREAMLINE THE NAVIGATION OF YOUR SITE

Bad or confusing site navigation is one of the most common reasons that web users hit the dreaded "back" button on their browser. The navigation for your website needs to be extremely user-friendly and intuitive. That means that your menu should appear either at the top of your home page or on right margin. Everything should be clearly labeled.

Other things to keep in mind are making it easy to return to your home page from anywhere on your site by making your logo a hyperlink back to your home page. You should also have a search option at the upper right-hand corner of your site, and contact information on the footer of every page.

## MINIMIZE DATA COLLECTION

When people sign up for your mailing list, how much information do you request? Research shows that every field you add to your opt-in form reduces your conversions by approximately 11%. If all you're doing is collecting names for your mailing list, consider limiting your form to just an email address – or at most, an email address and a first name so you can personalize your emails.

Payment screens require additional information, but again, keep it to a minimum. If you don't need a company name or an age, don't ask for it. Stick to the basics and you'll increase your conversions and sales.



## HIGHLIGHT REVIEWS AND TESTIMONIALS

Research shows that an overwhelming majority of online consumers look at reviews before making a buying decision. Furthermore, even one negative review can be enough to change someone's mind about buying a product or signing up for a service.

You can do a lot to ease customer doubts and overcome fears by linking to your review pages on sites like Yelp, Angie's List, and Google My Business. Linking to off-site reviews is especially helpful because they are perceived as objective where customer testimonials on your website are not.

That said, it is also a good idea to include some testimonials or case studies on your site. People want to know that your company has helped people like them, and testimonials are a good way to demonstrate that to them.



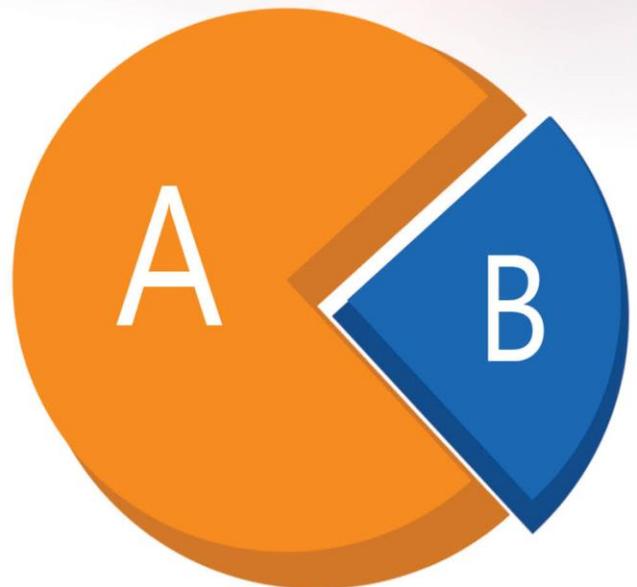
## DO A/B TESTING

One mistake that a lot of companies make is not testing their websites and emails. The truth is that conversion is a science. There are many psychological factors that go into the buying decisions we make, including things like:

1. Color choices
2. Font choices
3. Page layout
4. Headlines
5. Graphics

A/B testing, which is also sometimes referred to as multivariate testing, can help you test out multiple options of every aspect of your website and marketing materials. Sometimes even a small

change, such as switching a call to action button from red to green, can make a big difference in your conversions – and in how customers feel about your company.



## MAINTAIN AN ACTIVE SOCIAL MEDIA PRESENCE

The days when companies can afford to ignore social media as a marketing tool have long since passed. With more than two billion social media users worldwide, you need to maintain some kind of social media presence to keep up with your competitors. Here are some things to keep in mind:

1. Choose the social media sites you use wisely based on your customer avatars or personas.
2. Don't set up accounts that aren't active. Any active account you have must feature regularly updated content.
3. Don't post identical content across multiple platforms. Modify your content to fit the medium. For example, on Pinterest you might share an infographic with a link back to your blog. On Twitter, a link to your blog with a few well-chosen hashtags is the way to go.
4. Monitor your comments and reply to them as needed. The people who follow your company on social media want to feel valued.

## MANAGE YOUR ONLINE REPUTATION

What are you doing to manage your online reputation? Your reputation is the sum total of everything that is said about you online, including what's on your website as well as:

1. What you post on social media
2. Social mentions, including mentions that are made on sites where you don't maintain an active presence
3. Online reviews
4. Online listings

Everything you say and do online is part of your online reputation. To manage it effectively, you need to:

- » Maintain a consistent tone and brand image across all online media
- » Respond quickly and professionally to customer service requests
- » Deal with negative reviews in a calm way that mitigates bad experiences and turns them into positives
- » Makes customers feel engaged and valued

If you do all of these things, the image you project will be consistent and an accurate reflection of your brand.

## PROVIDE GREAT CUSTOMER SERVICE

Finally, and perhaps most importantly, you need to provide excellent customer service everywhere your customers find you online. That means having clear help links on your website, a well-thought-out FAQ page, and contact information that's easy to find. It also means integrating your customer service with your social media presence so that customers who ask questions receive quick and accurate responses that help them resolve issues.

Providing a great user experience online doesn't have to be complicated, but you do need to make a real effort to coordinate everything you do so that wherever customers encounter you or your brand, they leave satisfied.

**AWESOME!**

**Excellent**

**Very Good**

**Satisfactory**

**Marginal**

**Poor**





## 10 EASY WAYS TO BOOST YOUR LEAD GENERATION ON **facebook**®

**S**ocial media site Facebook started off as a way for college students to connect with one another. Since its fairly humble beginnings in a Harvard dorm room, it has grown into a global phenomenon. With over 1.13 billion daily users, it is the world's largest and most highly-trafficked social media sites. And while it was originally intended only for personal use, it has also become a marketing powerhouse for the businesses who use it. In fact, there are very few businesses that can afford to ignore Facebook as a way of reaching potential customers.

One of the most effective ways to put Facebook to work for your business is to use it to generate leads. Lead generation – attracting new customers – is an expensive and time-consuming thing. The benefit of using social media for lead generation is that it is relatively inexpensive. If you do a good job of creating valuable and shareable content, it can be an incredibly powerful tool when it comes to growing your business.

WITH THAT IN MIND, HERE ARE TEN IDEAS YOU CAN USE TO TURN YOUR FACEBOOK POSTS INTO LEAD GENERATION TOOLS.



### **SHARE YOUR BLOG POSTS ON FACEBOOK.**

You don't have to share every post, but it is a very good idea to share those posts that have done the best job of generating leads for you. Check your blog stats and then schedule the posts that are performing for posting on Facebook. Research shows that blog posts that lead off with an anchor text call to action tend to generate as much as 93% more leads than blog posts without one, so keep that in mind.



### **POST A DIRECT LINK TO YOUR LANDING PAGE.**

There's nothing wrong with keeping things simple. If you've got a great looking landing page, use a graphic from it and post it with a lead-in that touts what you have to offer. You'll be surprised by how many leads you can generate with this simple strategy.



# Like



### VIDEOS.

Facebook's algorithms are changing all the time. One of the things that has changed is that videos are given preferred status and can generate 135% greater organic reach than photos or other content. Instead of simply posting a link, try embedding a video instead. If you've already got a video on your landing page you can use that, or you might consider creating a unique video just for Facebook users.



### GO LIVE FACEBOOK LIVE.

If you haven't tried Facebook's new live video option, now is the time to start. Live videos tend to get a great deal of engagement. Facebook's initial trial run revealed that live videos got approximately 10 times more comments than regular videos. Another benefit of live video is that it is meant to be spontaneous. You can shoot a live video on a shoestring budget, and you don't have to worry about scripting it. You can even solicit comments and questions from viewers, which makes it a great way to keep people engaged and interested.



### TAKE ADVANTAGE OF THE NEW FACEBOOK CALL TO ACTION BUTTON.

Did you know that you can now include a call to action right at the top of your Facebook page, just underneath your cover photo? Many companies are using the new CTA and finding that it helps with lead generation by making it very easy for new followers to respond to your CTA.



### PIN YOUR PROMOTIONAL POSTS TO THE TOP OF YOUR TIMELINE.

This is an extremely simple, free strategy that you can use to make sure your lead gen posts don't get lost when you post new content. Obviously every post you put up can't be a direct marketing appeal, but you can simply choose the "Pin this Post" option to keep your lead gen visible at all time. It's a good idea to update it regularly so that people don't get sick of seeing it there.





### **GIVE AWAY A FREE PRODUCT.**

Everybody loves a freebie and your Facebook followers are no exception. The people who follow you aren't necessarily on your list, but you can get them to sign up by offering them an incentive. All you need to do is post a notice about your contest, promote it for a few dollars a day if you want to, and watch the leads flow in.



### **ASK FOR FEEDBACK.**

Speaking of your product, you should consider asking people for opinions of your product. One way to do that is to offer a free trial or sample. Post the offer on Facebook, link to your landing page, and ask people to comment with questions or opinions about what they experience.



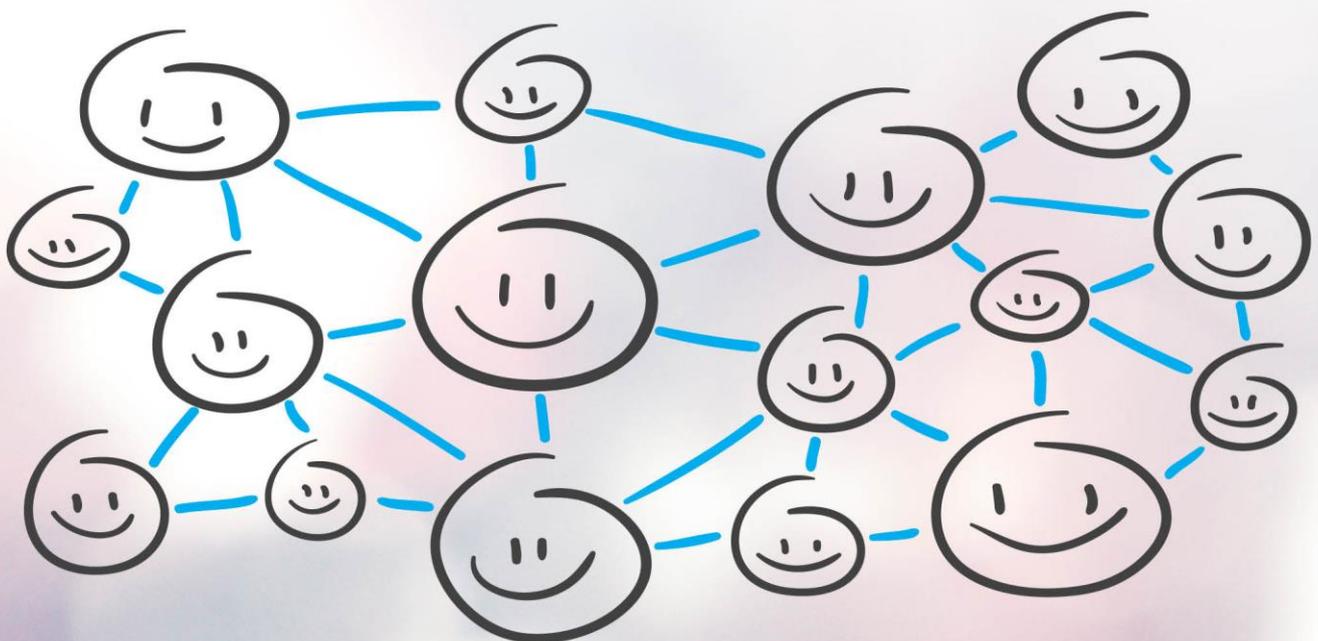
### **HOST A WEBINAR AND CREATE A NEW FACEBOOK EVENT PAGE TO GO WITH IT.**

An event page requires your followers to specify whether they will attend your webinar or not. You can require subscription to your list as a prerequisite for signing up for the webinar.



### **PAY TO PROMOTE.**

Finally, consider boosting any (or all) of the above posts to make sure that they are seen. Facebook's algorithms are problematic for many marketers because they mean that all of your followers will not see your posts. However, if you boost your post and choose the "Followers and friends of followers" option, you can be sure that your post will be seen by every one of your Facebook fans – and by all of their social media connections as well. It's a great way to grow your list for a relatively small amount of money. (You can boost a post for as little as one dollar per day.)



The bottom line is that Facebook can be an extremely easy and powerful way to generate leads if you make proper use of it. These ten ideas can get you started – and get the leads rolling in.



IT COSTS  
APPROXIMATELY  
EIGHT TIMES AS MUCH  
TO ATTRACT A NEW  
CUSTOMER AS IT  
DOES TO RETAIN  
AN EXISTING  
ONE.



# BRAND AMBASSADORS: HOW TO GET PEOPLE TALKING ABOUT YOUR BUSINESS

**A**ttracting new customers is not an easy thing to do. In fact, for many entrepreneurs, it's one of the most time-consuming and expensive parts of trying to grow their businesses. Research shows that it costs approximately eight times as much to attract a new customer as it does to retain an existing one.

That said, no business ever grew simply by

holding on to the customers they have. Over time, some customers are bound to leave. It's a normal part of life and not something you can avoid. That means that you need to dedicate some of your time and resources to finding affordable ways to attract new customers to your business. One of the best ways to do that is to get your existing customers talking about what you have to offer. In other words, you need brand ambassadors.

## WHAT IS A BRAND AMBASSADOR?

In the world of diplomatic relations, an ambassador is someone who adheres to protocol and helps to pave the way for the treaties, deals, and negotiations that are an essential part of politics. An ambassador lives and works among the locals, learning about them and helping the two countries – his home country and the place he lives – to come to a meeting of the minds.

A brand ambassador plays a similar but not identical role. You probably already know that online reviews play a big part in a majority of buying decisions. In fact, 88% of all consumers say that they look at online reviews before purchasing and most of those say that the reviews they read have a direct impact on whether they buy.

A brand ambassador is like a reviewer, only better. An ambassador is a person who openly advocates for your brand. They talk about it, and when other people ask for a recommendation they're quick to jump in with a push for people to buy from you. In other words, a single brand ambassador is like a free ad – one that's aimed directly at people who are in the market for your product and looking for advice.

## HOW TO CREATE BRAND AMBASSADORS

It would be wonderful if you could simply sell a product and be sure that everybody who buys it will turn into an ambassador for your brand. Unfortunately, it's not that simple. The mistake some brands make is thinking that if they deliver the basics – meaning high value and a low price – their customers will become ambassadors.

What you need to remember as a business owner is that delivering high value and a low price is the bare minimum you can do. It's expected. Your customers, like it or not, are going to take those things for granted. That means you have to take things a step further.

Where do you put your focus, then, if you want to turn your customers into brand ambassadors? The answer is simple:

Amazing Customer service.

If you provide your customers with a high level of customer service – and particularly if you make the effort to go above and beyond what they expect



88% OF ALL  
CONSUMERS SAY  
THAT THEY LOOK AT ONLINE  
REVIEWS BEFORE  
PURCHASING





YEAH I  
WOULD TOTALLY  
RECOMMEND  
THEM



– they will not only be happy with their additional purchase, they'll buy from you again and again, and they'll go out of their way to recommend you to people they know.

If you need proof, look at a company that's famous for excellent customer service. Online shoe retailer Zappos has earned its reputation as a stellar example of how to treat customers. A simple Google search reveals hundreds of stories of how Zappos' team has delivered exceptional customer service, and they have the profits to show for it.

Your customer's experience has to be a good one from beginning to end if you want them to advocate for your brand. A typical customer experience has seven steps. If you can shepherd your customers through these steps, then you can create a string of brand ambassadors who will help you grow your business. Here are the steps.

- 1** The first phase is the assessment phase, when the customer shops around and tries to decide which product to buy.
- 2** The second phase is the admitting phase, when the customer makes a commitment to your company by buying your product or signing up for your service.
- 3** The third phase is the anxiety phase. The customer has made a commitment but has not yet received the product or awaiting your services. This might also be known as buyer's remorse.
- 4** The fourth phase is the activation phase, which occurs when your customer receives their product or meets with you to kick off their services. It is usually at this point that the customer is feeling excited and optimistic.
- 5** The fifth phase is acclimation, during which the customer learns how to use your product

or begins using your services. It might also be called adjustment, as the customer is still not fully committed to you and your company.

**6** The sixth phase is adoption, which is when the customer takes ownership of the relationship. That might mean that they're fully comfortable with the product or service, and it certainly means that the benefits you promised have started to take effect.

**7** The seventh and final phase is advocacy. This is when your customer is thrilled with your product or service to the point that they want to tell everyone they know about it. You might also call it, appropriately enough, the ambassador phase.

What's interesting is that research shows that most companies never get to the advocacy stage. They think their role ends once the product is shipped or the service is started, and they never bother to follow up. But the follow up is key because it's what

helps people acclimate to your product and get the full benefits of it.

If you follow up with customers after they buy, either directly or indirectly, you can ease them through the acclimation phase and into adoption and advocacy. For example, you might place a follow-up phone call, reach out with an email sharing some information about how to make the most of their purchase, or schedule an in-person meeting to make sure they're getting the most out of your services.

The bottom line is that you have a great deal of control over whether your customers become brand ambassadors. If all you do is ship your product and then turn your attention to your next customers, very few of your customers will become ambassadors. If, on the other hand, you continue to shepherd them through the process and provide them with excellent service, the probability is high that they will be eager to talk about you and your company to anybody who will listen.



*Your Customers Take Their Phones*  
**EVERYWHERE!**

THEY'RE USING THEIR SMART PHONES  
TO FIND LOCAL BUSINESSES ONLINE.

**Will they find you?**

**IT'S TIME TO CASH IN ON  
THE MOBILE SHIFT.**

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