



INTERNET MARKETING TIPS FOR BUSINESS EXPOSURE

Our goal with Gem Webb Internet Marketing & Web Design Inc. is to help our local community take a step into the new era that is Internet marketing. Our team discussed what we think are some of the simplest ways to improve your Internet presence and wanted to share them with you! By incorporating into your current marketing a couple of our tips, you will increase the exposure of your company!

1. Search Engine Optimize "SEO your website's pages towards your keyword targets"

Basically, this comes down to having your product and service keywords appear across your website's pages. There are a number of locations you fundamentally need to have them in, such as your page title, page description, first and last sentence of your page copy, along with naming your image(s) using the keyword(s).

2. Add a blog to your website

It's a fact that creating high quality blog posts on a regular basis offers value to your customers/target markets. Google also loves to see a website not become stagnant and has a "freshness" website rule that impacts website rankings. Overall, understand that if you're blogging and your competitor is not, it's more likely that your website will be higher in rankings.

3. Setup a Google Business (Google Map) listing

This is one of the most powerful ways to get improved "local" Google rankings over your competitors, making it easier to get the number one spot on a search results page, along with a direct link to your website and a click-to-call feature. It also legitimizes your business with Google and provides reports on how many people phoned you using their mobile device.

4. Work on getting more customer reviews

Google Business page, TripAdvisor and Facebook reviews are powerful influencing areas that are often left underutilized. Think about it; if a past customer had a positive or negative experience and took the time to share it, wouldn't that influence your buying decision or, at the very least, your consideration for contacting a company? There are strict stipulations to each platform's Terms of Service for acquiring reviews. For example, Google does not permit businesses to solicit for them. There are, however, ways to inspire customer reviews.

5. Have your business on social media

If you're looking for tourism-based target market exposure, Facebook, Twitter and YouTube offer massive access to those interested in your products and services. If you do join one of these extremely busy networks, it's important to not only have your own business page but also to be regularly contributing to the community and engaging on others' pages. Your business is an entity with a brand persona that, like any individual, can comment, ask questions, share informative content, etc. that can turn into customer phone calls or email leads.

6. Create a social network marketing schedule

An editorial calendar is very important for social media marketing (posting). It keeps a business organized with what they want to share monthly. A marketing calendar can be as simple as planning the next month of your Facebook or Twitter posts to be seasonally-focused and offer insights into your products and services for your tourism target markets.

7.

Allocate budget for Facebook Ads

Facebook Advertising is one of the powerful social ad networks to reach specific target markets both globally and/or locally. Within Grey Bruce, you can target specific towns within 1 to 25 km, aim at like-minded people who are interested in your products and services, and using your specified budget over a period of time. The power is undeniable for a low budget of even \$50 to \$200 per month.

8.

Get in the habit of creating social media content

There are 3 different types of content you can create regularly to benefit your business: text, photo and video. That content can be utilized in social media posts to create interest in your audience and lead people to explore your webpage and website. Never far out of reach, your cellphone's camera can make it easy to take decent quality photos and videos of your business that you can share on social networks or your website.

9.

Learn about the 4 Quadrants of Tourism Marketing

Applying the Four Quadrants of Tourism Marketing is a key to influencing tourism target markets to take action with your website and shared social content. Tourists essentially have four main questions when travelling and they correspond with "Things to Do", "Where to Stay", "Where to Eat", and "Where to Shop". Most tourism websites are categorized by those four quadrants. By sharing these topic groups within your social editorial calendar posts, it is more likely that your content will resonate with the reader and motivate them to take action to contact or engage with your business.

<https://www.gemwebb.com/four-marketing-quadrants-of-tourism-marketing/>

10.

Email marketing for list building

Social media is not a replacement for email marketing; it's complimentary. We all look after our email inbox more than we stay on top of social media posts flying by continuously all day and night. For this reason, people take their inbox more seriously for what they have subscribed to. From having a simple "Subscribe to my list" on your website to having an opt-in PDF download for lead generation, there are simple ways to start increasing your list. You must be aware that there are Canadian Spam Laws that must be adhered to, but with a firm understanding of the Terms of Service of most newsletter services like Mailchimp or Constant Contact, your business can regularly interact with and grow your business email list to increase your bottom line.

Thanks for Reading!

If you have any questions or want some help please contact us!

519-387-9322 | hello@gemwebb.com