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CONTRACTOR INDUSTRY

The Ultimate HVAC Marketing Guide

IN THE NEW TECHNOLOGY WORLD



STEPROADMAP
ACHIEVE ACCELERATED RESULTS

Volume 



Jennifer Bagley | LEARNING.
LAUGHING.
LOVING.
LIVING.
LIVE.

INTRODUCTION

Over the past 20 years, I have worked with thousands of companies who have been faced with what is known as the 4th industrial revolution. The world we know has changed.

Technology advancements have fundamentally changed people, organizations, businesses, nations and our world.

The digital transformation of industries and 4th industrial revolution is being driven by a staggering range of new technologies and applications blurring the boundaries between people, the internet, and the physical world.

It's transformation in the way we live, work and relate to one another in the coming years, affecting entire industries and economies, and even challenging what our notion of what it means for human relationships.

As mobile devices become increasingly sophisticated, experts say it won't be long before we are all carrying "supercomputers" in our pockets. Today, 43% of the worlds population are connected to the internet. Everybody has access to knowledge, information that use to be considered private or proprietary.

Thanks to supercomputers and algorithms, we can make sense of massive amounts of data in real time. Computers are already making decisions based on this information, and in less than 10 years computer processors are expected to reach the processing power of the human brain.

Digitization is empowering consumers to find service providers, evaluate their worthiness and determine if they should earn their business, before ever having the opportunity to present the traditional sales presentation.

THE SEARCH

Technology has changed the face of HVAC, in more areas than one.

When it comes to heating and air conditioning in the home, manufacturers are focused on the advancements within the components themselves on making units more energy efficient and more connected than ever.

Consumers expectations for technology advancements go far beyond the equipment itself. They expect the contractor to be just as technologically affluent and connected.

If you're in the HVAC business, there are times when the work day can feel as out of control as the changing weather. As demands from inside and outside of your dealership increase, it can be hard to keep pace. If a customer's needs aren't met, your reputation is at stake, and so is the sale.

This starts way before your opportunity to secure the business. It begins during the consumer's research process.

It's known as, "The Search".

A visit to Google and a quick request to search for:

Air Conditioning Service and the City or Town they live in.

There may be multiple variations to this search depending on what the consumer needs help with or is familiar with.

AC Service, AC Repair, AC Installation, AC Replacement, AC Maintenance or variants such as Air Conditioning, Air Conditioner, Heater, Furnace, Heat Pump and more.

This is your first opportunity to be a "possible" choice for the consumer to research.

LEAD GENERATION

You have a few options to become a "possible" option for the consumer on the SERP. A (SERP) search engine results page is the page displayed by a search engine in response to a query by a searcher. The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query, although the page may also contain other results such as advertisements.

Lead Generation Strategies: 1: PPC 2: Google Maps 3: SEO

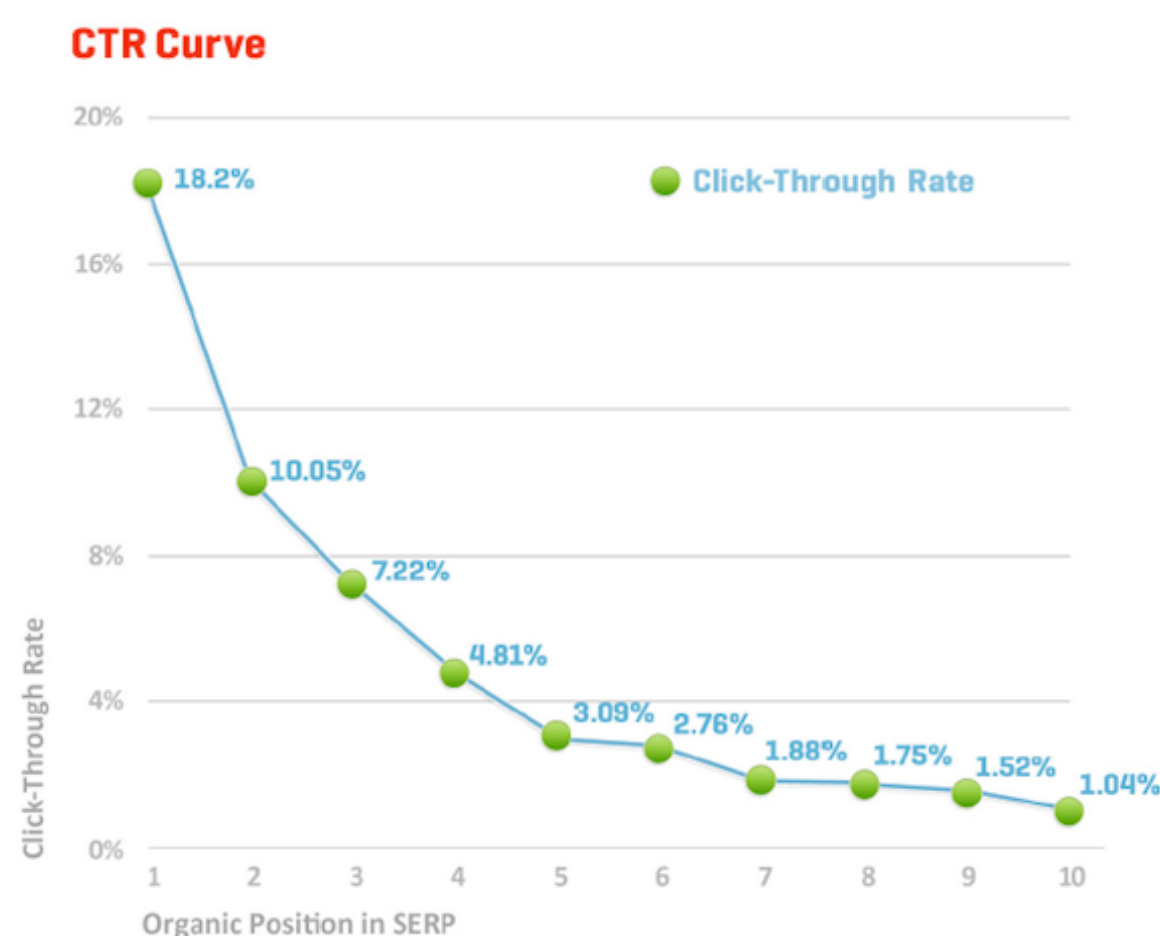
Let's dive in!

Option 1: PPC - Paid Search

You can pay for placement in the top set of options on a search query, known as PPC (pay per click) ads. If your URL and meta description (promotional text) are strong enough to get the interest of a consumer, they will click... and your credit card will be deducted the CPP (cost per click) set by Google for that specific search phrase. About 18% of conversions happen in the PPC area of the SERP.

Pay Per Click - CTR (Click Through Rates) continue to improve over time and prove to be important for marketing for 3 primary reasons.

- 1: Speed. Dealers can get results quickly
2. The positive role that PPC subscribers have on organic placement (SEO Results) which consistently performs higher once position 1 rankings are achieved.
3. It's flexible with the business. Turn it up, down or off depending on your needs.



Study Conducted by  Slingshot^{SEO}

PLACEMENT: MAPS

Option 2: Google Featured Business Listing and Maps

If the consumer lives in the same city as your physical business address, and;

- 1. You have an optimized and valid Google Business Listing
- 2. You have the most and most frequent positive reviews
- 3. You are listed in the top 3 featured results

You have an opportunity to become a possible choice for the consumer.

For the city your business is physically listed in, this could be the most important marketing strategy for you to engage in consistently. We perform SWOT analysis for our clients regularly. This is often a topic of concern. Here's a sample of what a typical SWOT Analysis looks like:

Strengths:

If your business has the most, and most frequent and most positive reviews on google business listing (maps), you are most likely going to be featured on the first page of google, below the pay per click ads and above the organic search engine placement. Your organic placement phrases in position 1 and 2 will actually perform less, because of the Google Maps Featured Business Listings - you need to be listed in this space.

Weaknesses:

Typically dealers are focused on getting reviews using systems and sites that provide little or minimal actual value to lead generation. Getting reviews on a private membership system such as Angie's List or Home advisor. Limited benefit. Getting reviews on Yelp or BBB. Important, but not equally as Google and your website. Using systems like Review Buzz and the like, only focus on review acquisition, but don't help with leveraging reviews to achieve search engine rankings or new client acquisition. Another diluted and partially effective solution.

GET FOUND

PLACEMENT: MAPS

Option 2: Google Featured Business Listing and Maps

Decentralization of process equally dilutes results. Your SEO, PPC, Local Marketing, Web Team and Social Media Team all need to leverage positive reviews and turn them into assets across many mediums, to produce compounding results over time.

Opportunity:

You have the opportunity to be the possible choice for every consumer who's business or home is located in the same city your company is in, with a properly positioned Google Business Listing. In order to accomplish this - 3 things need to happen.

- 1) You must have a completely optimized, properly configured and verified Google Business Listing.
- 2) You must have a formal and easy reviews acquisition process your technicians are held accountable for implementing.
- 3) You must have your reviews completely integrated (based on Google's Search Engine Schema) into your website and your organic SEO strategy (on-page and off page) which I will talk more about later.

Threat:

If you have no reviews on Google Business Listings, all of your marketing investments will be diluted or simply not perform, because consumers are more heavily making decisions based on these reviews now, than ever.

If you have negative reviews (without substantially more positive reviews) your marketing investments will also be significantly reduced for the same reason.

Consumers who find your PPC Ad, your page 1, position 1 organic listing or even those referred by a friend or family, will simply not engage your company. This is costly as marketing with no conversions is a dead-end road to no results.

SWOT

THE HIGHER YOU RANK,
THE MORE PEOPLE CLICK
ON YOUR WEBSITE; THE
LOWER YOU RANK, THE
LESS CLICKS AND
TRAFFIC YOUR SITE GETS.
PERIOD.

How do you rank? Go Search:

*First Word: heater, heating, furnace, ac, air
conditioner, air conditioning*

*Second Word: service, repair, installation,
replacement, maintenance, tune-up*



*Third Word: the name of the city, state your
office is located in (then search surround areas)*

GET FOUND

PLACEMENT: SEO

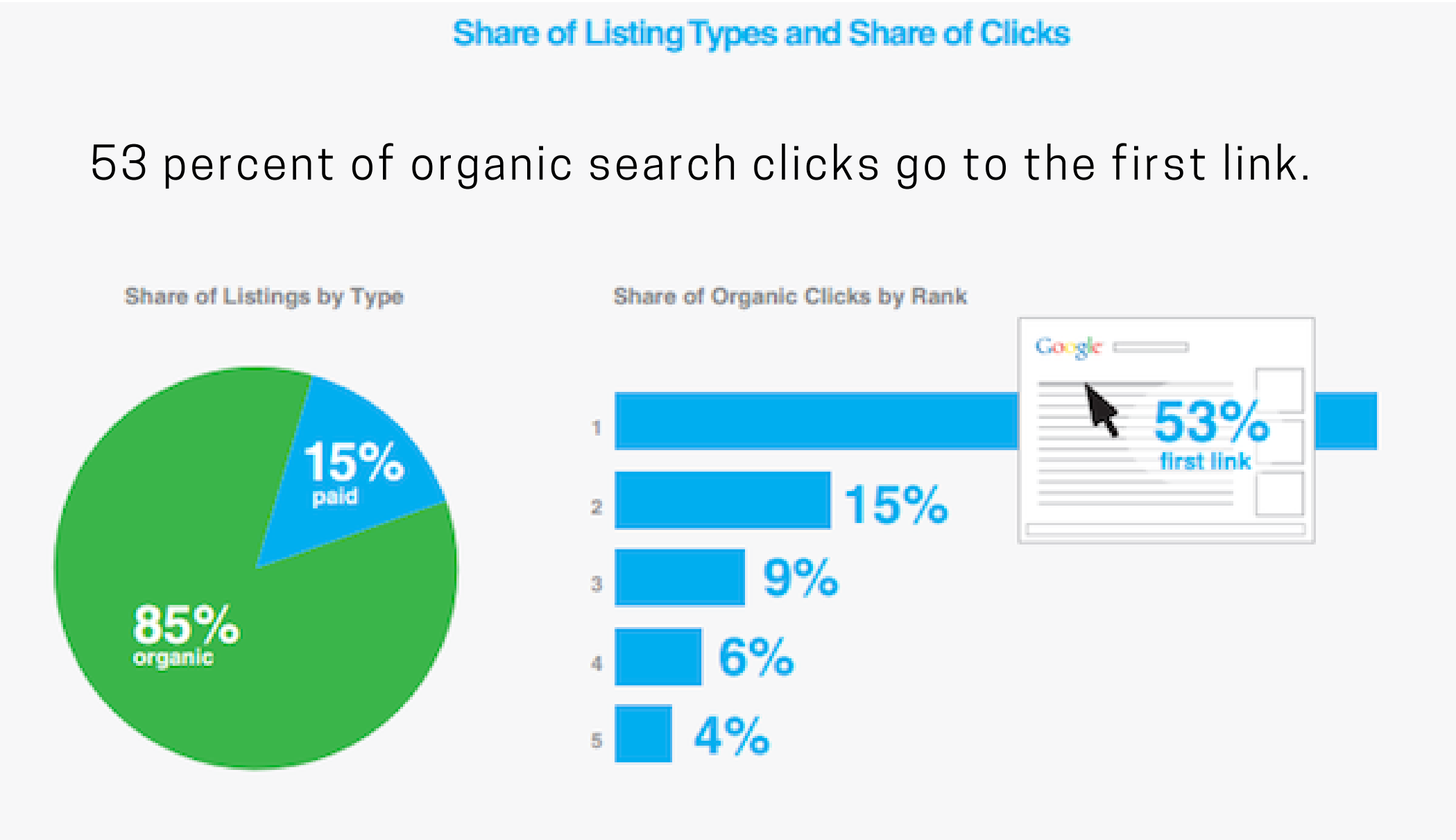
Option 3: Organic Placement on Page 1 through SEO - Search Engine Optimization

The #1 organic search result gets 33% of all search traffic compared to 18% in position 2. While being the number one result on a Google search results page is obviously important, these numbers show just how big of an advantage websites of this type have over any competitors listed below them. The importance of SEO for online business is seemingly quantified by these latest statistics, which, judging by their similarity to those observed as part of the 2010 study, are not likely to change significantly in the near future.

It should come as no surprise that the findings also showed a significant drop in traffic from Page 1 to Page 2 results. Page 1 results garnered 92 percent of all traffic from the average search, with traffic dropping off by 95 percent for Page 2.

Rankings as the sole indicator of SEO success are only as important as the traffic they drive. And even though rankings for a particular query may waver in the search results from one user to the next, data shows time and time again that the top positions are winning

Google Result Page Rank	Average Traffic Share
1	32.5%
2	17.6%
3	11.4%
4	8.1%
5	6.1%
6	4.4%
7	3.5%
8	3.1%
9	2.6%
10	2.4%



Partner with the right SEO agency and ensure you have the internal structures to cope with sales and lead increases



MAKE SURE YOU HAVE ROBUST MEASURES TO DEAL WITH INCREASED COMPETITION, SECURITY, HACKERS, TRAFFIC, SITE SPEED, ADVERTISING CALLS AND SPAM SEO CAN BE AN ASSET FOR YOUR BUSINESS. BOTH ARE A REALITY OF SUCCESS.

SEO PROS AND CONS

SEO Benefits and Drawbacks

Benefits of SEO:

If you have spent any time looking at the SEO services available you will see lots of focus on the benefits. The 3 focus areas are:

- 1) page 1, position 1 - 3 placement for key phrases in your plan (keep adding phrases month over month)
- 2) building relevant traffic to your website
- 3) supporting and generating leads and sales through conversion tools (continue to revamp your website and improve conversion rates quarter after quarter)

The drawbacks of search engine optimization:

1) Getting noticed by more than your target audience

As you get more visible online through SEO so your competitors will start to notice and they may step up their game to compete.

Increased competition is fairly common once competitors see your marketing is working especially if their leads and sales are dropping.

Also, expect to be targeted by a lot more people trying to sell you their services. From other SEO agencies, advertisers, overseas spambots and scam artists the greater your exposure and the better your performance online the more others will start to see you as a desirable prospect to work with. (Including free written/canned auto scripts designed to flood your forms and email with solicitations)

Spam and hacks also can increase for the same reasons, but with good increased filters, security and server enhancements in place, this can easily be managed. (Might be time for an upgrade to your Server and Security.) Security will become more and more important as you will be a target for hackers. Site speed will slow over time, potentially hurting your performance, because of the increased hacks, spammers, and legit traffic. Continue to increase your server security, hardware and software investments.

SEO PROS & CONS

2) Over Success

As much as every business wants to be a success there is a real danger of too much and too fast. If you can't handle the volume of leads and sales then opportunities will be lost and customers let down

Once SEO gets into full swing I have seen cases where the upsurge in leads has been more than the client could handle. Unlike channels like PPC which can easily be switched on and off, SEO isn't so instant. Even if you stop your SEO it's likely the work already in place will have some lasting effect. Although over time your SEO position will slip if not maintained often due again to the increased efforts of your competitors.

As you can see it's very important to make sure you have the right structures in place to cope with increases in leads and sales.

3) Black Hats and White Hats

CONS

The SEO world can feel a little like the Wild West, while most agencies offer a good and fair service there are some that don't.

Some companies (Black Hats) will happily break the rules to get you to the top in the short term only for you to find you get caught with a Google Penalty that gets you kicked out of search results due to their methods. Then there are companies (White Hats) who work hard to stay within the rules and give you great SEO results through regular quality work.

There are also companies who sit between both camps almost grey hats so to speak. Often it's hard for businesses to know who to trust with their SEO and we sadly do see websites that have been damaged by bad SEO work. My advice is to look for the White Hat SEO's, they won't be the cheapest, but they will give you the best value for your investment.

With our agency we have seen dealers been effected by black hat SEO practice and unfortunately, it can take months to figure out what has been done and even longer to repair it. In extreme cases, a company may have to rebrand and start over. As you can image this can be an expensive process and can cause extreme losses for the dealer.

GOOGLES

PERCEPTION MATTERS



And it's quite similar to humans

Technically they are looking for the same thing.

ARE YOU CURRENT

ARE YOU RELEVANT

ARE YOU TRUSTED

DEPENDENCIES: WEB-DEVELOPMENT

First, let me explain Dependencies: These are the things that are required to be in place, for anything else (any marketing investments) to work.

1. Website Development

I am not talking about website design, yet. Development is a hard thing for most business owners to really understand (almost making it impossible) or evaluate because it's everything you can't see. It's the code, css, html, java scripts, database and overall structure behind the pretty face of your website. If this is not done right, nothing else works! No matter how much you spend in time or money.

Don't take it from me... The webmaster guidelines, Google clearly explained these factors under:

- Design and content guidelines
- Technical guidelines
- Quality guidelines

I am going to explain it, with the least amount of complexity possible. Let's start by comparing it to cars. There is a significant difference between the engine of:

A Pinto - Designed for Mass Production and Low Prices

A Ferrari - Designed for Speed and Performance

A Tesla - Designed by a Technology Company, not a Car Manufacturer (they think different) and Evolution/Advancements are designed into their DNA.

It's the thousands of lines of code and stylesheets, behind the pretty design that matter first. The framework, the engine and the mechanics of the machine. This is the most complex, critical and time-consuming part of the entire website (car).

Remember, the design is just an empty shell with a pretty paint job.

DEPENDENCIES: WEB-DEVELOPMENT

1. Website Development Continued

Here's the similar structure in the web development industry:

A Pinto: Web.com, Godaddy Websites, Yahoo Websites Tonights, Google Web Pages, Wix, etc. - Poor technology designed for mass production at low prices. Great for novice/apprentice, pretend web designers, kids and DIY'ers.

A Ferrari: Wordpress, Drupal, Joomla - The best in class Content Management Systems, participating heavily as world class leaders within the search industry. Best option for price and performance.

A Tesla: Custom Coded websites by true application development experts - advanced planning phase includes lots of time, research, and investments. Coding is agile, clean, advanced object oriented coding, lightweight databases and code structures, global cascading stylesheets, long development cycles, expensive. The best option - but not afforded by most.

Better yet, don't trust any web and marketing people - go to Google and Search for GOOGLE SEO GUIDELINES. A PDF document will be one of the first links. Click it, read it and see if your website complies.

If you weren't able to do everything your web team recommended upfront... keep adding and evolving over time. Every quarter you and your agency should be evaluating your website, content, search results, conversions, marketing activities and determining what the next steps are, to continue to progress. The list is long... so take it one step at a time to continue to see improvement over time. Be flexible as the landscape and requirements change.

Any website (design or development) and marketing strategy will only be relevant for about 18 - 24 months and that window keeps decreasing in time as major changes in search engine requirements, coding requirements, and technology evolve faster and faster.

TRUST IDENTITY

1. Five Google Trust Rank Facts about your Identity

#1 Do you have a contact page?

Google considers this a priority? For instance, customers and clients love someone/company/brands that can be accountable!! You might be overlooking this simple stuff. Just try and implement a contact page and you will be surprised with the outcome.

Make sure your contact page is indexed. To avoid Google panda, write convincing content on it, display your physical address if possible, use Google Maps, display your phone number (optional) and social media accounts.

#2 Do you have an about us Page?

This is very important; Google and major search engines, leading organizations (even the US government) want the internet (World Wide Web) to be free. They want to remove anonymity, they want brands and identity to be known. Create a super, powerful about / about me page, get them indexed.

#3 Do you have a Privacy Policy Page?

Part of having a trustworthy site is to have a privacy policy page. Do you have one? Check out leading and successful websites that are ranking high, they all have a privacy policy page. Get a privacy policy page and make sure it's indexed

#4 Do you have a Disclosure Page?

I discovered that by simply adding a professional disclosure and privacy page makes Google AdSense application approval an easy ride!!

#5 Do you have Terms of service Page?

Create a terms of service page and start thinking like a professional multi-national company.

6# Do you have a Sitemap visible on your website?

Google made it clear that you should have an easy to use, navigable sitemap on the pages of your site.

#7 Do you have a Robots.txt file?

Required for Google to crawl your site - and it should reference the sitemap.

DEPENDENCIES: LOCAL LISTINGS

Establishing an effective SEO and PPC (SEM - Search Engine Marketing) Strategy has some core dependencies to its overall success and timeline to see results.

ARE YOU CURRENT. ARE YOU RELATIVE. ARE YOU TRUSTED.

2. Local Business Listings

The Search Engines are using this information to determine the legitimacy of your business. The more accurate and up to date all of these listings are, the more legit your business seems to google, the more backlinks you have pointing to your website from high ranking websites and the more leveraged your SEM investments are.

There are approximately 70 local business listings that simply must be;

- 1) Set Up Accurately and Consistently
- 2) Optimized for your location, services and promotions - regularly
- 3) Managed and monitored for reviews and review responses

No, you don't need to sign up for these individually or update them one by one. No, the people calling you stating they are google are not truthful or going to help you. No, you don't need to pay the separate membership and listing fee for all 70 accounts.

A good agency will purchase listing packages in bulk at much lower rates that you could ever get. They will complete steps 1 - 3 for you on all 70 listings for as little as a couple hundred bucks a month, saving you thousands of dollars in subscriptions and resources.

To make your blog/website a trustworthy source, there are many steps to doing this and local business listings play a big role.

DEPENDENCIES: SOCIAL MEDIA

Establishing an effective SEO and PPC (SEM - Search Engine Marketing) Strategy has some core dependencies to its overall success and timeline to see results.

ARE YOU CURRENT. ARE YOU RELATIVE. ARE YOU TRUSTED.

1. Social Media Marketing & Engagement

Bottom Line. Be active on social media!!

Social media signals are strong ranking factors. All known authority sites have a strong/active presence on social media sites. What are you waiting for? Don't just open a LinkedIn, twitter, Facebook, Pinterest, YouTube and Google+ accounts; get engaged and become active with these accounts.

The basic truth is this: the worlds biggest search engine is shifting away from backlinks dependent ranking signal to a much more trust factor; however, they are not totally scrapping link building, but integrating it with this new development.

The Google Trust Rank will give much more preference and higher values to links from citations, references and blogs/websites that are already considered trustworthy by Google.

To make your blog/website a trustworthy source, there are many steps to doing this and social media engagement plays a big piece.

It's called Trust Rank. Google's webmaster research team recently published an interesting piece to determine how they will rank websites, and their research is being code-named "Knowledge-Based Trust (KBT)".

If your budget is limited, start with Facebook - outsource some basic marketing tasks, then increase your budget over time and become more strategic, adding the major channels and more custom content, boosting and advertising budgets. Leverage custom graphics, blog posts, repost reviews and video. Continue to revisit your social media marketing strategy and reinvest to drive greater results.

IT BOILS DOWN TO
THE DEMONSTRATION
OF EXPERTISE
THROUGH DELIVERY OF
VALUABLE CONTENT

AS OPPOSED TO
CLAIMING EXPERTISE
OR SAYING,

“WE’RE NUMBER ONE”

PROVE IT!

DEPENDENCIES: REVIEWS

Reviews: Critical to your Conversion Results

Google's webmaster research team recently published an interesting piece to determine how they will rank websites, and their research is being codenameed 'Knowledge-Based Trust (KBT)'.

This is pretty simple.

People want to know if other people trust you and so does Google. In fact, it's critical to establishing long-term improvements in Search Engine Placement and even more critical in getting consumers to move you from a possible option to the choice.

Now, it's a matter of how to and with what.

With so many choices for review acquisition software it's easy to get caught up in a quick fix and miss the major mark.

The importance of reviews is as follows.

When: when you are in your customers home.

Where: focus on getting reviews on Google Business Listing and on your website (not on the applications site you are subscribed to).

How: an easy to use mobile app your technicians can use to check in at clients homes and send a quick text for a customer review while they are in the home or at a business.

Why: because your business success online and off-line depends on it.

Finally, make sure it's leveraged properly on your website (no widgets or embed codes), on your social media sites, on your local business listings and within your Search Engine Optimization plan.

DEPENDENCIES: BLOGGING

Establishing an effective SEO and PPC (SEM - Search Engine Marketing) Strategy has some core dependencies to its overall success and timeline to see results.

ARE YOU CURRENT. ARE YOU RELEVANT. ARE YOU TRUSTED.

1. Blogging "Last Updated"

All websites should have an integrated blog today... it's your voice. It's your ability to answer your prospects most common questions. It's the tool that allows you to get listed in more and more SERPS (Search Engine Results Pages) for more and more search phrases. It's the area on your website that show's search engines (Google) if you are current and relevant (shown on reports as "Last Updated" date) and is a major factor in your site's evaluation. The more frequently it's updated, the more the bot's (internet crawlers) will come back, crawl your page and re-rank it (if many other factors/dependencies warrant it.)

There are 2 primary kinds of Blog Posts (content).

SEO CONTENT:

Content designed primarily for SERP results - focused on a literal search phrase and getting you high up on the SERP (Search Engine Results Page). This kind of content is typically used heavily with websites that are new to SEO, have very little traffic and need to get ranked to increase traffic.

This is less expensive and lower quality content, typically used when budgets are limited, as are existing results. This low budget option allows smaller companies to start with a wider breadth of search phrases, pages and posts (blogs) to accelerate results.

Eventually, this MUST be replaced with the second type of content. Sooner than later.



— Proven Methods — TO STAND OUT FROM THE CROWD

AND CREATE HIGH-QUALITY
CONTENT THAT CONVERTS

BRAND. CREDIBILITY. SALES

*You want to be on first page of
Google;*

*built Trust with Google spiders and
build trust with your visitors!!!*

With high quality content.



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DEPENDENCIES: BE AN AUTHORITY

Establishing an effective SEO and PPC (SEM - Search Engine Marketing) Strategy has some core dependencies to its overall success and timeline to see results.

ARE YOU CURRENT. ARE YOU RELEVANT. ARE YOU TRUSTED.

2. Authority Content - High Quality

Companies around the world in every niche are spoiling customers with great, engaging content that speaks directly to their needs. You can't be left out. It's not fast. It's not easy. It's not cheap. It is the single most important factor to building long-term real success and it must be budgeted for.

Having an impressive website (code and design), page one rankings, an engaged social media network, accurate local listings and excellent search engine marketing practices is the base foundation for an effective internet marketing strategy. It is, what is required to be present (a possibility) to those consumers who are searching for your products and services. However, the timing of implementing the next step is critical to increasing conversions - getting those prospects to do business with you!

In today's world of constant distractions, most business owners struggle to get their marketing messages heard. Authority Content proves a simple process that any company can use to break through the noise.

SEO CONTENT produces TRAFFIC.
AUTHORITY content produces LEADS.

In other words, telling people you are the best HVAC Contractor in your area does NOT have the same effect as showing people or letting your existing customers tell people.

DEPENDENCIES: BLOGGING

Establishing an effective SEO and PPC (SEM - Search Engine Marketing) Strategy has some core dependencies to its overall success and timeline to see results.

ARE YOU CURRENT. ARE YOU RELEVANT. ARE YOU TRUSTED.

2. Authority Content - High Quality

You want more organic traffic, you want more leads but it's not happening? Your blog/website lacks Trust!!

This is consistently the "I'm stuck point" for business owners who desire to increase their organic traffic and leads but frustrated about being stuck.

Here are some steps to improving content authority.

Link Out

You need to link out; Don't just write an article without quoting references from those people of authority. The way the web is structured is based on interconnection. Learn and practice to link out to more related blogs sharing the same content of or related ones. However, don't be involved in link spam, and don't link out to bad neighborhoods.

Add References and Citations

There is power and value of having references and citations. This simple ideology is a powerful trust signal that big G notices in the background. Always try to add references and citations;

Link to Authority sites/blogs

Forget about the use of PR (PageRank) in determining an authority site and/or the use of Alexa Rank (though they help, but from experience, a low Alexa rank does not equate to being an authority/trusted site!!)

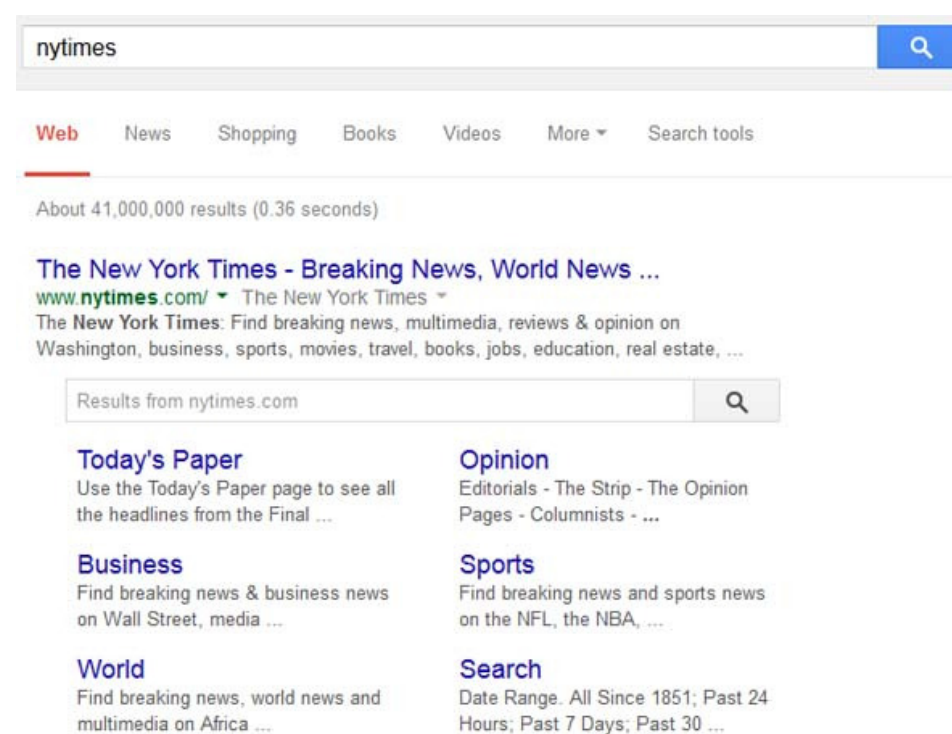
SEARCH

BUILD TRUST

So, how do you really determine an authority site?

Why?

It simply shows that your content is highly researched and can be trusted!!



From experience, just type the domain name e.g. (copyblogger, shoutmeloud, nytimes, huffingtonpost, forbes, smartpassiveincome, searchengineland) on Google search' and you will get something close to the above image.

Thats an example of a site/blog that Google trusts and you know what, authority/trusted sites are naturally immune to negative SEO attacks!!

Branding and Domain Relevance. You can become a brand by:

- TRUST
- Sticking with a niche, become an authority and publish blog posts regularly.
 - Let your domain name be a unique name; don't use a keyword for your domain e.g. hvaccompanyflorida.com e.t.c.; instead look for a unique and simple name that reflects your purpose e.g. shoutmeloud, copyblogger, Google, Yahoo, Shell e.t.c.

In the aspect of domain relevance, I will love to share some interesting facts with you. Google spies on your whois details!!! Thats the honest truth. Are you aware that big G is a ICANN approved registrar of domain and yet they don't sell domain names like Godaddy!!! (Think about it!!). So, the question is, how can you leverage on this hidden truth and become a site worthy of Google trust?

Don't just register your domain for 1 year...go for 2 years plus!! Make your whois public! The analogy here is if real people are able to see your whois details, know who you are, are able to get your contacts details....don't you think they'd become comfortable and peaceful rather than dealing with someone/website/blog they don't have a clue or knowledge about?

Make sure you own your Domain Name. Do not let your web company purchase this for you.

If people can have this notion, the same goes for Google bot crawlers!!

PEOPLE'S PERCEPTION MATTERS



And it's quite similar to Googles

Technically they are looking for the same thing.

ARE YOU CURRENT

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ARE YOU TRUSTED

AUTHORITY CONTENT

Content Marketing Strategy - Phase 2

While google requires content, people have short attention spans. So let's start by making it easier for consumers to make a decision to want to work with you, vs. another company. Working with an authority content writer and CRO (conversion rate optimization) expert is the most effective strategy.

- 1) Improve your about us page. It should be designed to engage the human heart, make them feel something for your business, make you stand out from the crowd.
- 2) Improve all of your service pages - Allow them to help refocus these pages on what's most important to the consumer. How do we best position the content to connect with the consumer, build trust and get them to take action quickly. This is very different than optimizing the content for SEO.
- 3) Video - develop and integrate video to catch peoples attention, leverage 3rd party endorsements and give people an alternative to reading text - which only connects with one of the human senses, where video reaches people on more levels.
- 4) Improve the quality of your blog posts, engaging and answering all of the most common questions people are asking during their research phase. Be the answer.
- 5) Develop and implement an automated email sequence to stay in continual contact with customers and prospects.
- 6) Infographics and Comparison Charts. Case Studies and White papers - showcasing value.
- 7) Integrate consumer reviews, feedback, pictures, videos, personal notes, letters and testimonials throughout your website. Integrate photos of you and your team at conferences and tradeshow. Get personal.
- 8) Build in customer rewards and incentives programs.

BECOME THE AUTHORITY

WEB DESIGN

Your website's design or lack of design, will create an initial reaction, you will never know... from each visitor.

If they don't like it, they will just leave.

If they can't see, who you are, what you do, where you do it, have multiple ways to reach you, what other people think about you and if you accept customer feedback, without clicking anywhere - it's likely a large percent of them will leave.

If you only have one way to reach you, the traditional phone number - you just lost the entire population of people who had limited time to talk now, and wanted to schedule time to speak with you at a later date when they are not busy. You have to change your habits and personal conveniences to make it more convenient for the customer. They expect advanced technology and more connected equipment and they expect their dealers to have more advanced and connected technology for communications and regular engagement.

The desire to be super creative and stand out from the crowd can also be your biggest failure.

Design can also play a very negative role in your website's ability to perform online, technically.

Too many images, backgrounds, sliders, videos, third party embed codes, scripts, feeds and more. All of these things will significantly reduce your website's and marketing investments overall performance.

The best thing to do, is let the experts be your guide. The experts are more than designers - it's a mix of feedback and information from developers, seo engineers, marketers and business strategist who all have a stake in the game. Then, implement quickly, evaluate the results and make changes over time, based on the data. Production before perfection. You need to get live quickly and start gathering the data that will guide you.

Put your need for perfection and personal taste aside.

BUDGETS

Here are my thoughts on budgeting for Digital Marketing.

Choose a monthly investment you are comfortable with and keep growing as you have more income. It's not math here... it's your ability and commitment to the process and your comfort level.

Every business needs to make progress... the first step is starting. The second step is making progress. The third step is continuing the second step.

Start with building a strong foundation... (this can take 6 months to years, depending on how many initiatives you can complete at once). The reality is it will never stop. Why - Technology will continue to change the way the world works, the way people interact with businesses, products, services and other people.

Invest in marketing activities that get your website and business positioned in front of prospects.

COSTS Then invest in activities that create traffic.

Then invest in activities that create leads (keep investing and create more traffic).

Then invest in conversion rate optimization (improve frequency and quality of leads).

Then invest in enhanced servers, CDN's, security, software and hardware to support a growing website and marketing campaign.

Then invest in activities that create customers for life (retention). Then invest in things that streamline processes and operational efficiencies.

Then invest in sales automation initiatives (put more of the results in your hands and reduce human failures).

Then invest in things that increase customer referrals (rewards and incentive programs).

Then invest in improving engagement with your website (new technology). Then invest in things that create brand awareness.

Then invest in systems to improve business intelligence.

Just in this basic summary, I outlined a monthly investment that may range from \$200 a month to \$100,000+ a month. This is a big difference... which is why I say... make a decision on a budget you are comfortable with, stick to it and follow the plan.

MINDSET

Mindset and Personality Matters, sometimes more than investments.

Let's say the basics are in place. How to choose your marketing partner.

- 1) you selected a vendor / partner with the resources, knowledge, ability and passion to get it done.
- 2) they have organized and transparent operations and reporting
- 3) they have great support, training and are focused on doing what's best for you
- 4) they make mistakes and do everything to fix them (that's reality)
- 5) they work and communicate based on formal project management systems and document process flows
- 6) they are open to show you results of others and are clear about the investment and time in which these results derive from
- 7) they are able to show you exactly what you are investing in by line item and the associated costs
- 8) they are endorsed by many and major companies or organizations
- 9) they are experts in your industry and in there's
- 10) they have accomplished the results you desire for your own company, within their own business (they will not be able to do more for you than they have done for themselves).
- 11) They are dynamic and evolve with the changing industry (their work today is better than their work in prior years.
- 12) They are industry leaders, often speaking, training and leading nationally
- 13) They don't require long term contracts so they work hard to retain your business.

As long as these things are in place, focus on the positive. What you search for you will find more of and that's not always the best for your business. Keep a positive and encouraging relationship with your partner.

Work on finding solutions and partnering for progress. Remove emotions as much as possible and focus on key performance indicators you mutually agree on. Have realistic expectations based on your investment and know that rushing things in this world can actually get you in trouble and penalized. Be dedicated to progress. Be flexible, everything changes. Fast.

Be open to change. Know it's complicated. Alway's ask... what's next?

♥♥♥ Thank you ♥♥♥

BY THE TIME YOU READ THIS, IT MAY HAVE ALREADY CHANGED.

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VOLUME 

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LEARNING.
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