

5 Proven Strategies To Getting More Customers AND OUTPERFORM YOUR COMPETITION

1) Website Optimization:

- Optimizing your website is essential to getting more customers and improving your rankings in Google – as boring as it sounds.
- When your website isn't found by search engines, business is lost. Professional SEO services can help you increase your site's relevance and, in turn, move it higher in the rankings – putting your products and services closer to potential customers. With its ability to generate more quality traffic to your website at a relatively low cost, search engine optimization is an essential part of your online marketing strategy.
- Search engine visibility can also be achieved through using automated search engine submission tools, which can regularly submit your website address to national and local search engines and directories. Using these tools in conjunction with website optimization can dramatically impact the amount of traffic to your site or business.

2) Social Media Management

Facts about social media and small businesses

Here are some facts that show how social media is making big impact on small businesses.

- Constant Contact reported that 49% of small businesses have found social media marketing effective for their businesses.
- According to Social media today, 44% of small business decision makers are using social media websites to extract information of other businesses.
- 73% of small businesses were using social media in 2012 according to mediabistro.
- eMarketer reported that 24% of small businesses have integrated social media in a structured way into their business.
- Facebook is leading among all the social websites with 82% of small businesses registered; it is followed by YouTube, Twitter and LinkedIn with 73%, 47% and 47% respectively. (Source: Mediabistro).
- 80% of small businesses use social media websites for monitoring and collecting information about competitors to their businesses (Source: Socialmediatoday).
- Lead-to-close rate is 100% on social media than traditional marketing methods (Source: Socialmediatoday).
- 80% of customers on social networks prefer to connect themselves to brands through Facebook (Source: Socialmediatoday).
- 53% of small businesses use social media as an engagement tool for providing 2-way conversation customer support (Source: Socialmediatoday).
- It might also be surprising to know that 86% of social referrals are done by Facebook, while 11% and 3% are done by Pinterest and Twitter respectively (Source: Socialmediatoday).

3) Paid Ads

- Facebook ads run on the same idea as Google's ads. According to the Huffington Post, "thanks to amount of personal information in Facebook's database, they allow you to get ridiculously detailed with your targeting. Anything a user can put into their profile—age, sex, location, education, religion, interests, politics, job title, marital status, etc.—can be used as a filter for your ads." The best part is that Facebook Ads are surprisingly affordable!
- Here are some Facebook stats:
 - The platform has 1.71 billion monthly active users and 1.13 billion daily active users, on average.
 - Everyone on Facebook is connected to one another by an average of 3.57 degrees of separation.
 - Facebook takes up 22% of the internet time Americans spend on mobile devices, compared with 11% on Google search and YouTube combined.

The most effective uses of Facebook Ads for small businesses are

- Increasing brand awareness and social exposure, and
- Capturing and nurturing leads. In terms of measuring your Facebook campaign, you should focus on Social ROI. More specifically, measure how engaged your audience is by looking at impressions, reach, likes, shares, click-through-rate and so on. You can analyze these metrics in real-time and adjust your Facebook ads along the way to increase their impact.

Should you use Facebook's paid ads? In conclusion, Facebook advertising is one of the most affordable and effective ways to market your business. In fact, 92% of social marketers use Facebook advertising. Just make sure you have a clear strategy in place, including realistic goals and objectives.

4) Press Releases:

The press release is still alive and well, and even in this age of new media, press releases have adapted to help companies get valuable publicity for spreading their message.

Today's press release still helps companies get media coverage (even on blogs and podcasts now), and they can also provide SEO benefits.

The Benefits Of Press Release Distribution Are Numerous. Here Are 7 Of Them.

All businesses can benefit from press release distribution. No matter what industry you're in and no matter how small or big your company is, you can benefit from press release distribution. Even if you don't have that "Oprah story", you do have stories that can get you coverage in trade journals, magazines, blogs, podcasts, and other publications that cover your industry. Of course, you can't get that publicity unless you tell your story.

Press release distribution is fairly inexpensive. Most companies write their own press releases. The only expense comes with hiring a press release distribution service to get the story in the hands of key media members. But even this is inexpensive, and when compared with paid advertising, press release distribution is almost always the more affordable option.

You can boost your company's visibility. This is especially important for small businesses, but even large corporations need to fight for consumer mindshare. By sticking to a long-term press release distribution strategy, you let customers know who you are, what you do, and why they need you. You also gain the attention of journalists, and over time, they start to trust you more and give you more media coverage.

Press releases can establish you as an industry expert. Why is it important to be seen as an expert? First, expertise helps you gain the trust of your customers. Once they trust you, they're likelier to buy from you. But being an expert is also good for media relations. Whenever the media needs someone to comment on a story related to your industry, you want to be the one they call on.

Good press releases can spread far and wide. A while back, I talked about the importance of targeting smaller local media outlets. One of the reasons I gave is that most major media outlets get a significant percentage of their stories from local media outlets throughout the world. That's how the news industry works. One reporter picks up a story, and then it spreads from one publication to the next.

Use your news to get more customers. With today's online press releases, the media is no longer the only audience you're writing for. 80 million people get their news online every day.

Many of these people are your customers. So, you need to keep your buyers in mind when writing your press releases. And no, that doesn't mean turning your press release into an advertisement.

Investors keep up with the news too. Press releases highlighting the successes and advancements made by your company can be powerful tools for attracting investors. Make sure to set up an online news room on your website for investors to browse through.

5) KNOW WHAT YOUR COMPETITION IS DOING

Learn From Competitors

If your marketing strategies for small business never change, they can go stale. **Your competitors** will find better ways to market, and your customers will get tired of you. You must follow marketing trends to stay fresh with your customers.

While your basic marketing plan might work for your business, there are things you can do to improve. Find out how to improve marketing for your small business.

When searching for ways to improve your marketing, [look to your competitors](#). Find out what they are doing to attract customers. If you're the only company in your industry still using [cold calling techniques](#) and with little return, it's time to learn from the other players in the game. Their tactics might work for you, especially since you are trying to attract the same customers.

For example, if you see that your competitors regularly run ads on Facebook, you might consider doing the same. The regular Facebook ads might indicate that your competitors see success from running the ads. You might experience similar success with your ads and cause some of your competitors' customers to come to you.