Smart Marketing 2020: What’s New from Websites to Smart Phone Marketing

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Digital Marketing Consultant
Warm Thoughts Communications
Today’s presentation will examine the newest trends in internet marketing and how to harness the power of smart phone search.
✔ Building a Foundation for Your Digital Future

✔ What’s are the Newest Trends in Local Search? Just Ask Your Smart Phone!
## Where do SMB’s Need Help?

<table>
<thead>
<tr>
<th>What Are the Top Business Areas US SMBs* Need Help with?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>% of respondents, Dec 2018</td>
<td></td>
</tr>
<tr>
<td>Facebook and/or social media marketing</td>
<td>32%</td>
</tr>
<tr>
<td>Company website development/Ecommerce platforms</td>
<td>28%</td>
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<tr>
<td>Cloud-based technology or services</td>
<td>22%</td>
</tr>
<tr>
<td>Mobile marketing</td>
<td>25%</td>
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<tr>
<td>Paid search advertising</td>
<td>22%</td>
</tr>
<tr>
<td>Search engine optimization</td>
<td>19%</td>
</tr>
<tr>
<td>Location-based/Geo-targeted marketing</td>
<td>18%</td>
</tr>
<tr>
<td>Customer analytics</td>
<td>17%</td>
</tr>
<tr>
<td>Customer relationship management (CRM) systems</td>
<td>16%</td>
</tr>
<tr>
<td>Online display/banner advertising</td>
<td>16%</td>
</tr>
<tr>
<td>Loyalty marketing</td>
<td>15%</td>
</tr>
<tr>
<td>Reputation monitoring and review generation</td>
<td>15%</td>
</tr>
<tr>
<td>Listings management</td>
<td>14%</td>
</tr>
<tr>
<td>Online content creation/marketing</td>
<td>14%</td>
</tr>
<tr>
<td>Online scheduling systems</td>
<td>12%</td>
</tr>
<tr>
<td>Traditional media</td>
<td>12%</td>
</tr>
<tr>
<td>Marketing automation systems</td>
<td>11%</td>
</tr>
<tr>
<td>Deals/promotions/coupons</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Note: *86% of SMBs have 25 employees or less and all have less than 500 employees

Marketing Challenges in 2019-2020

What are your company's top marketing challenges?

- Generating traffic and leads: 63.0%
- Proving the ROI of our marketing activities: 40.0%
- Securing enough budget: 28.0%
- Identifying the right technologies for our needs: 26.0%
- Managing our website: 26.0%
- Targeting content for an international audience: 21.0%
- Training our team: 19.0%
- Hiring top talent: 16.0%
- Finding an executive sponsor: 7.0%

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Unprecedented Changes in Buying

THEN

NOW

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Customer Journey – Digital

Marketing Technology Landscape

2011
~150

2012
~350

2014
~1,000

2015
~2,000

2016
~3,500

2017
~5,000

2018
~6,800

2019
7,040

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HEAT 2019
Cover All Your Digital Bases

2017 Study of Relative Impact on Lead Generation

- Pay-Per-Click: 34.2%
- Social Media Marketing: 24.8%
- SEO: 41.0%
What is the purpose of your website?

**#1 Impress potential customers**

- ✓ You feel like the kind of company I’m looking for
- ✓ Your have what I want and are in my service area
- ✓ You are impressive/different

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**DO**

- Feature customer reviews
- Pictures of real people
- Easy to navigate
- Current design
- Add live chat

**DON’T**

- Photos of trucks/tanks only
- Old company photos
- Outdated design
- Hide where you serve
- Out of date specials
- Fail to differentiate
- Hard to find what you need

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What matters most to oil & propane customers?

- Communicate what they are looking for

**Important**
- Dependability
- Safety
- Reasonable Prices
- Nice
- Easy/Convenient
- Efficiency

**Overrated**
- Family Owned
- Local**
- Cheapest Price
Website Design in the “Mobile” Era
Mobile Design Principles

✓ Mobile **first** not just mobile-friendly
  ✓ Small vertical space
✓ Make key information easily available to customers
✓ Easy navigation to and from home page
✓ Make your menu short and sweet
✓ Engaging image
✓ Use real images of your people
✓ Clean navigation
✓ Optimized for search
✓ Communicate brand message
✓ Tagline
✓ Optimized for search
✓ Highlight on reviews with links to more of them

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88% Say They Consider Reviews
✓ Make it easy for them to see your service their area
SEO & Smartphone Implications
Mobile Searches

✓ Google drives 96% of mobile search traffic
✓ Over 51% of smartphone users have discovered a new company while conducting a search on their smartphone
✓ 78% of location-based searches result in an offline purchase (phone call/visit)
✓ Harder to win without also investing in Search Engine Marketing
  ✓ Google shows ads first via mobile
Local SEO

✓ 82% of smartphone searches include “near me” in query
✓ 61% of mobile searches are more likely to contact a business if they have a mobile-friendly website
What is the purpose of your website?

#2 Attract potential customers organically - SEO

- Google is the boss
- What you don’t see can kill you

<table>
<thead>
<tr>
<th>DON’T</th>
<th>DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neglect to update after launch</td>
<td>Use keyword based copy</td>
</tr>
<tr>
<td>Weak on-page SEO</td>
<td>Have newsletter articles</td>
</tr>
<tr>
<td>Slow page load speed</td>
<td>Regular ranking adjustments</td>
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<tr>
<td>Wrong keyword optimization</td>
<td>Focus on quality score</td>
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<tr>
<td></td>
<td>Add new copy regularly</td>
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<tr>
<td></td>
<td>Google My Business</td>
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<tr>
<td></td>
<td>404 errors</td>
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<tr>
<td></td>
<td>Too little content</td>
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<tr>
<td></td>
<td>Poorly tagged</td>
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<tr>
<td></td>
<td>Too many banners</td>
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Smartphone Implications on Search Engine Marketing
Show me the money

✓ Surprise, surprise, Google is in the business of making money!
   ✓ They do this by selling ads
✓ Searches done on mobile device serves up paid advertising first
✓ You need to occupy that landscape!

DON’T:
Review results and adjust Purchase wrong keywords
Forget that Quality Score affects cost per click Stop and start
Avoid buying your own name Underbudget/overbudget
Focus only on clicks Not listen to your calls
Misunderstand the customer journey
Enhancing the Customer Experience
Era of Convenience

✓ Enhance the Relationship
✓ Making online payments
✓ Text messaging
  ✓ Send text when tech is being dispatched
    ✓ Include photo of tech
  ✓ Text link to pay the bill
    ✓ Higher response rate
✓ If you have openings for tune-ups, text other customers to fill that gap
What’s Next & What’s New - Video
Where does video fit in?

Youtube

✓ Create your own YouTube channel
✓ Create content to connect with your customers
✓ Optimizes like Google
✓ Video title, description and content needs to match viewer’s search
✓ 45% of marketers plan to implement Youtube into their content strategy next year
✓ 2nd largest search engine in the world
Where does video fit in?
Create video content to appeal to new customers

✓ Video drives 157% increase in organic traffic from SERPs
✓ 55% of people consume video content thoroughly
✓ Video will represent 81% of IP traffic in 2021*

*Business Insider, 2018

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Social Media Platforms – Prioritizing Your Efforts
All about age
Who is becoming your customer?

✓ Overwhelmingly, people who buy homes are ages 35+

✓ 71% of Instagram users are UNDER age 35
✓ 90% of Snapchat users are between 13-24 years old

✓ Facebook User Statistics
  ✓ 35-49: 78%
  ✓ 50-64: 65%
  ✓ 65 & up: 41%

✓ Focus on your current customers in the near term, with an eye towards the future on other platforms
### Socialize

- Facebook would be the largest country in the world
- Facebook ad revenue is skyrocketing
- Prospects come to see who you are, what you’re like
- You can push out messages to engage them, build relationships, manage reputation and attract new business

<table>
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<td>Post too little</td>
<td>Mix content about community, personal, and business</td>
</tr>
<tr>
<td>Post only business or only social</td>
<td>Use as a communication line during crises</td>
</tr>
<tr>
<td>Fail to respond quickly to negative reviews</td>
<td>Pay attention to metrics</td>
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<tr>
<td>Buy likes from wholesalers</td>
<td>Get creative</td>
</tr>
<tr>
<td>Post too little</td>
<td>Post multiple times per week</td>
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<tr>
<td>Get into a fight online</td>
<td>Proactively drive reviews</td>
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<tr>
<td></td>
<td>Advertise</td>
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</table>
Personalize your company

Murray-Heutz Oil and Propane

January 8, 2018

We would like to take a minute to say a BIG thank you to our delivery drivers, service techs, and customer service reps, working around the clock, braving the storm, and doing their absolute best to meet our customers’ needs during the extreme weather conditions last week. We truly appreciate your hard work and commitment to serving our customers! We are still catching up and making our deliveries as quickly as possible!

Grenan Dubé stood in his front doorway early Wednesday, his face revealing a look of utter surprise.

He knew he had not ordered heating oil, but the familiar faces of his oil delivery men were at his door. One of the delivery men was holding flowers and a box of chocolates.

As many of you know, we partnered with Catholic Charities Maine, for our Spread the Warmth project to bring a new heating system to a family in need.

The Holt family have been customers of Murray-Heutz Oil and Propane since the Murray family started the business. Randy Murray himself installed the previous heating system over 30 years ago. It was great to see them selected by Catholic Charities and be able to help them stay warm. Being able to give back to the communities we live in is really important to the folks who make up the team at Murray-Heutz.

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