



BigOrange.Marketing
A Content & Inbound Marketing Agency



**THE 22 BEST
DIGITAL
MARKETING
IDEAS TO DRIVE
SUSTAINABLE
LEAD GEN
IN 2022**



READY TO GROW?

Like sunlight and water to a plant, a solid marketing plan is essential for growth. To be most effective, the plan has to be comprehensive and filled with the best ingredients, from SEO to content, social media to paid boosting.

All of these things work together to drive the seeds of leads in to full bloom. If you want to see a bountiful harvest, these 22 digital marketing ideas should be in your plan.

But remember, even with the perfect conditions in place, growth still takes time. Patience and persistence are required. These strategies will pay off with greater visibility, better recognition and increased leads.

**A GOOD MARKETING
PLAN IS
COMPREHENSIVE
AND MULTI-FACETED.**



**HERE'S TO YOUR
GROWTH IN 2022!**

**AT BIGORANGE MARKETING, WE WANT TO
SEE YOU GROW AND WOULD BE DELIGHTED
TO HELP YOU IN ANY WAY WE CAN.**

1

KNOW WHO YOU'RE TALKING TO WITH PERSONAS

Let's say you're making a promotional video. It is engaging and features happy customers extolling the benefits of your products and services...in English. But what if you discover that most of your customers actually speak Japanese? It may be a far-fetched analogy, but there are likely essential things about your customers and clients that you don't know or realize. If that's true, how can you hope to "speak their language" in your marketing efforts?



ANYTIME YOU WRITE A POST FOR YOUR BLOG OR CREATE AN ADVERTISEMENT, ASK IF OR HOW IT WOULD APPEAL TO ONE OF YOUR COMPANY'S PERSONAS OR ADDRESS A PROBLEM THEY FACE.

It may seem obvious, but the best way to get to know your clients or customers better is by talking to them. Asking a half dozen of your clients a list of questions can provide great insights into the average "persona" of your buyers. Ask questions like why they chose your company, what problems your company actually helps them solve and how they found out about you. This information will help you identify new customers and better explain how hiring your company can help them succeed. Sketch out rough groupings of who these people are as personas.



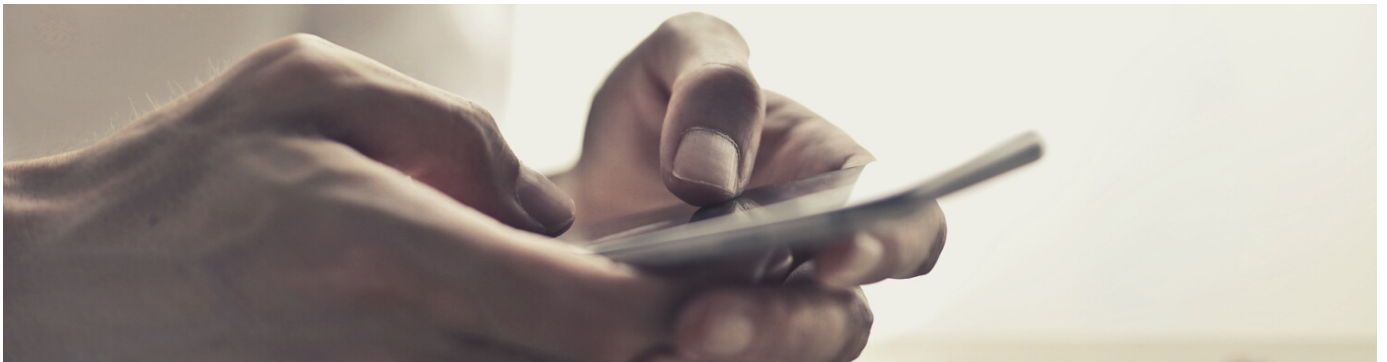
LOOK GREAT ONLINE WITH A QUALITY WEBSITE

Not only do you have to look good, you've got to be good, too. Site quality and performance is important. While Google changes its algorithms for ranking often, in 2022, we know that your site's user experience has to be top-notch, plus your site must be fast loading.

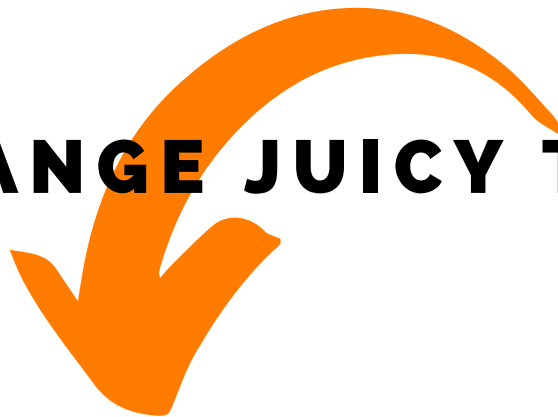
At this point, the internet is filled with savvy users. You need good content that's well-written with your SEO keyword strategy in mind to help you rise to the top. In 2022, your content must clearly answer the questions your audience is asking to be relevant.

TAKE A HARD LOOK AT YOUR WEBSITE:

- Is your message clear for your target persona?
- Would a caveman know what you are selling, how it would benefit him and how he could buy it?
- Are there clear calls-to-action? Are you clearly showing the next step?
- Does it show your authentic nature or are you using stock images?
- Does it load quickly? Is it easy to navigate or too convoluted?
- Is the structure up to snuff, with no broken links or missing redirects?
- Is every page optimized for search and every image too?



BIGORANGE JUICY TIP



HAVE YOU LOOKED AT YOUR SITE ON YOUR PHONE LATELY? IF IT DOESN'T LOOK GOOD, IT'S TIME FOR A NEW WEBSITE.

3

TELL YOUR AUTHENTIC STORY AND COMBAT BOUNCE

Does your website tell a compelling story about your company and how it's different from the rest? Being authentic will engage visitors and keep them interested in what your business has to offer.

One way to see if your website is succeeding? Bounce rate. This metric shows the percentage of visitors who land on your website and immediately "bounce" away. As in golf, you want to keep this score low. Bounce rates for each page of your website are shown in the analytics section of your website's administrative dashboard. Under 35 percent is best. Google will hold a high bounce rate against you in search results because it can signal that visitors aren't finding what they're looking for on your site.

In general, you want visitors to stay on your site and perhaps visit a page or two beyond the home page. One way to do this is to offer something enticing, like a blog post of important tips or a page with discounts or package pricing.

BIGORANGE JUICY TIP



BEAT THE BOUNCE WITH HIGH QUALITY PHOTOS ON YOUR SITE. GRAINY OR NOT-RELEVANT PHOTOS CAN SIGNAL TO VISITORS THAT THEY'RE WASTING THEIR TIME AND SHOULD LOOK ELSEWHERE.

4

LEAD THE CONVERSATION WITH CONTENT

Blog posts don't have to be long, but they should appear on your site at a regular cadence, like at least four to eight times a month. **Here's why:**

- Google wants to offer people relevant content.
- Your consistent blogging on topics in your company's lane fills that bill.
- Blogging beefs up your online presence, creating new optimized pages for visitors to find your company or organization.
- Sites with content that's recent (as well as relevant) rank better.
- A "set it and forget it" attitude toward your website won't serve you.
- Your competitors are blogging, and you can't afford for them to be the only voice customers hear.



You don't have to write all the posts yourself. To get over the "fear of the blank page" quickly, work with one or two key people on your staff every year or six months to come up with 10 or 12 blog topics, then decide which month you will post them and who will write them. It's in your best interest to have posts that contain keywords that are relevant to your business. In other words, if you offer IT services, make sure you're not consistently blogging about pie recipes.

LOOKING FOR BLOG TOPICS?

TRY THESE:

- Short recap posts about conferences you attend
- New product launch details
- List of trends in your industry
- Employee spotlights
- Photos and description of annual corporate events
- Brief write-up of a corporate charity sponsorship



STILL DON'T KNOW WHAT TO BLOG ABOUT? ASK YOURSELF, YOUR SALESPEOPLE OR YOUR SUPPORT STAFF WHAT QUESTIONS CUSTOMERS OR CLIENTS ARE ASKING, THEN WRITE THE ANSWERS.



5

LURE THEM IN WITH A LEAD MAGNET

Offer people something of value when they visit your site in exchange for their contact information. This “lead magnet/sales funnel” could be an infographic, a checklist, an ebook or a video, something branded with your company name that helps them **solve a problem**, reframe an issue or move the needle in their work.

A lead magnet is a win-win-win. Customers learn something new; you gather a new lead; and the customers’ visit to more than one page on your site adds to its validity with Google.

WHAT COULD YOU SHARE IN A LEAD MAGNET?

- 15 simple ways to avoid cyber crime at work*
- A checklist of documents clients should bring to a financial planning meeting*
- An ebook on making IT work during an office move*
- A round-up of favorite custom home floor plans*

**By the way, these are all topics BigOrange Marketing has covered in lead magnets for our clients.*

A lead magnet lives on your site but can be promoted through social media and by your salespeople. When people offer their contact information, be sure to collect it in some structured way. A web form should lead straight into your company's customer relationship management (CRM) system (We love HubSpot CRM!). The form could go to a staff member's email address. Whichever way it comes to you, this information represents valuable leads that should be collected and nurtured.

BIGORANGE JUICY TIP



PEOPLE LOVE TO TAKE QUIZZES. (GO FIGURE.) IF YOU CAN CREATE AN INTERACTIVE QUIZ AS A LEAD MAGNET, GIVE IT A GO. MAKE IT FUN OR STRICTLY INFORMATIVE, BUT KEEP IT RELATIVE TO YOUR BUSINESS. PLEASE, NO "FIND OUT WHAT ICE CREAM FLAVOR YOU ARE" QUIZZES (UNLESS YOU SELL ICE CREAM).



6

OWN AND VERIFY A GOOGLE MY BUSINESS LISTING

Take a second and search for your company name in the Google browser. Just type in the name and hit go. At the top of your phone screen or along the right side of your browser window, what comes up is Google's information on your business:

- Your street address and phone number
- Your business hours
- Your web address
- Photos
- Reviews
- Directions to your location

CHECKING FOR YOUR LISTING

Because it's so prominently displayed, you want this information to be accurate and up to date. Where to start? By "claiming" your business.

- Open Google Maps
- Type in your street address
- If your business's name appears you've claimed it
- If your business's name doesn't appear, click the link that says "Add this business" and follow the prompts. You can [find further instructions here](#).

"Owning" your listing allows you to take advantage of some powerful benefits, so jump on this task. There are several methods of verifying your business listing, [which are outlined here](#).

BIGORANGE JUICY TIP



MAKE SURE THE ADDRESS ON YOUR GOOGLE LISTING MATCHES YOUR ADDRESS EVERYWHERE ELSE YOU SHARE IT EXACTLY. IS IT THE SAME ON YOUR WEBSITE, FACEBOOK PAGE, LINKEDIN BUSINESS PAGE? CORRECT INCONSISTENCIES, USING THE GOOGLE ADDRESS AS YOUR GUIDE. USE A SERVICE LIKE BRIGHTLOCAL TO GET ALL YOUR LOCAL SEO ALIGNED.

7 GIVE YOUR BRAND A FRIENDLY FACE WITH PHOTOS

When you look at the Google listing for your business, you'll see some photos or possibly just one photo of your business from the street. As the owner of your business listing, you can upload as many photos as you'd like. Go ahead and post photos of your staff, your products, the inside of your office, happy clients, charity events and so on. Keep in mind that the public can post photos of your business here, too.



BIGORANGE JUICY TIP

WHEN YOU POST A PHOTO ON SOCIAL MEDIA, JUST TAKE A FEW EXTRA MINUTES AND POST THE SAME PHOTO TO YOUR GOOGLE LISTING.

8

KEEP IT CURRENT WITH GOOGLE POSTS

Many business owners don't realize they can post weekly updates to their Google listing. While these posts are ideal for announcing current specials or offers, you can also use them to promote anything or a latest blog. Each post stays live for one week and includes a clickable button so you can direct people to any location online.

Google will send you a weekly report on the number of people who have seen each photo and number of clicks on the link. You may not see jaw-dropping results here, but these posts and clicks help with your company's Google ranking.



BIG ORANGE JUICY TIP

**IF YOU HAVE SPECIAL HOURS ON HOLIDAYS, USE A
GOOGLE MY BUSINESS POST TO KEEP YOUR CUSTOMERS
IN THE LOOP.**

9

LEVERAGE RAVE REVIEWS WITH TESTIMONIALS

Word of mouth has a powerful influence. Today, online reviews act as word of mouth on a larger scale, and help with search results. Reviews also act as social proof: a phenomenon that shows people often prefer to do what others have already done. Some strategies:

- Outline the steps for leaving a **Google or Facebook review** in writing, then designate a team member to email it to happy customers regularly, like weekly. Your Google Review rankings matter for search!
- Gather testimonials for your website. If a client or customer offers you a compliment, ask if they would mind if you use their review on your website. Use these client kudos in a prominent spot on your home page or in your written collateral materials.



GOOGLE WILL ALERT YOU VIA EMAIL WHEN YOU RECEIVE A NEW REVIEW. GO TO YOUR GOOGLE MY BUSINESS ACCOUNT AND RESPOND TO THE REVIEW. NO MATTER IF THE REVIEW IS GOOD OR BAD, A RESPONSE FROM YOUR BUSINESS IS CRITICAL. ALWAYS BE COURTEOUS.



SAVE TIME WITH A CRM

How well do you know your customers? When was the last time you contacted them? Has someone else in your company talked to them recently? Have they signed a contract you sent over? Life is confusing enough without having to track customer interactions with your staff through a haphazard collection of emails, calls and sticky notes.

A customer relationship management (CRM) system streamlines all your clients' data and your communications with them. A CRM is the place to input information on leads and track how they are moving along your sales funnel. You've worked hard for those leads, so make sure you can capture them effectively. **We recommend HubSpot** and you can start for free, but there are other CRM systems as well.

SELECTING THE RIGHT CRM FOR YOUR COMPANY

CRMs can range in price from free to hundreds of dollars a month. Ask vendors for demos and have key people on your staff weigh the pros and cons. Consider how easy or difficult the software is to set up and use. Talk about what you need from the system: Many offer a wide range of benefits (like automated drip emails) for you to consider before you buy.



YOU WANT CONTACT FORMS FROM YOUR WEBSITE TO FLOW EASILY INTO YOUR CRM SYSTEM. TALK TO A WEB DEVELOPER ABOUT THE OPTIONS BEFORE CHOOSING A CRM FOR YOUR BUSINESS.

11

DO MORE WITH MARKETING AUTOMATION

We're all disappointed that we still can't commute in flying cars, but marketing automation might be the next best thing. Why? Because it helps you give every lead that comes to you the attention it deserves.

In step 10 we talked about CRM systems. Many CRMs are capable of sending out email campaigns, thank-you messages, birthday greetings and automatic replies to requests. Use them to let potential customers know they are valuable and you will be in touch with them soon. Automation's ability to respond immediately to requests helps your company or organization seem trustworthy.

Your CRM system may also be able to assign the contact to a particular staff member and remind him or her to follow up. Automated SMS (text messaging) is also available for you to use with customers or leads. Open rates for texts are incredibly high and can almost guarantee your message will be received.



BIGORANGE JUICY TIP

**COORDINATE WITH YOUR SALES TEAM SO THEY
KNOW WHO GETS AUTOMATED MESSAGES AND
WHEN. YOU DON'T WANT POTENTIAL CUSTOMERS TO
BE OVERWHELMED WITH AUTOMATED MESSAGES
AND SALES PEOPLE AT THE SAME TIME.**



PARTICIPATE IN SOCIAL MEDIA CONVERSATIONS

You knew we were going to bring up social media at some point, right? We hear you groaning. Whether you live and die by Instagram stories or wouldn't touch Facebook with a 10-foot pole, social media is important for your business.

The good news is that it doesn't have to be all-consuming. Having a presence on platforms like Facebook, Twitter, Instagram and LinkedIn and traffic from these platforms to your website boost the online activity around your company's name. And popularity plays a role in your Google ranking.

WHAT TO SHARE AND WHEN?

Try for a regular cadence of posts. If you blog every other week, write about each of your posts on social media twice. That action alone gives you four social media posts per month, a good start. You can repeat the same post on Twitter, Facebook and LinkedIn at different times and triple your exposure. For Instagram or Pinterest, photos work best.

Take the day-to-day stress of social media posting away by using a posting service or app like HootSuite or Buffer. Taking a few hours to load up weeks' worth of posts in advance will save you time and eliminate that nagging feeling about social media.

Video increases the likelihood that the content you post will show up in social media feeds. While the idea of it may make you cringe, a very short video clip every week is within reach. You can publish videos to your website, to your Google My Business listing or YouTube. You can broadcast live through Instagram, Facebook and LinkedIn. A good rule of thumb is to keep videos very short and professional.



BIGORANGE JUICY TIP

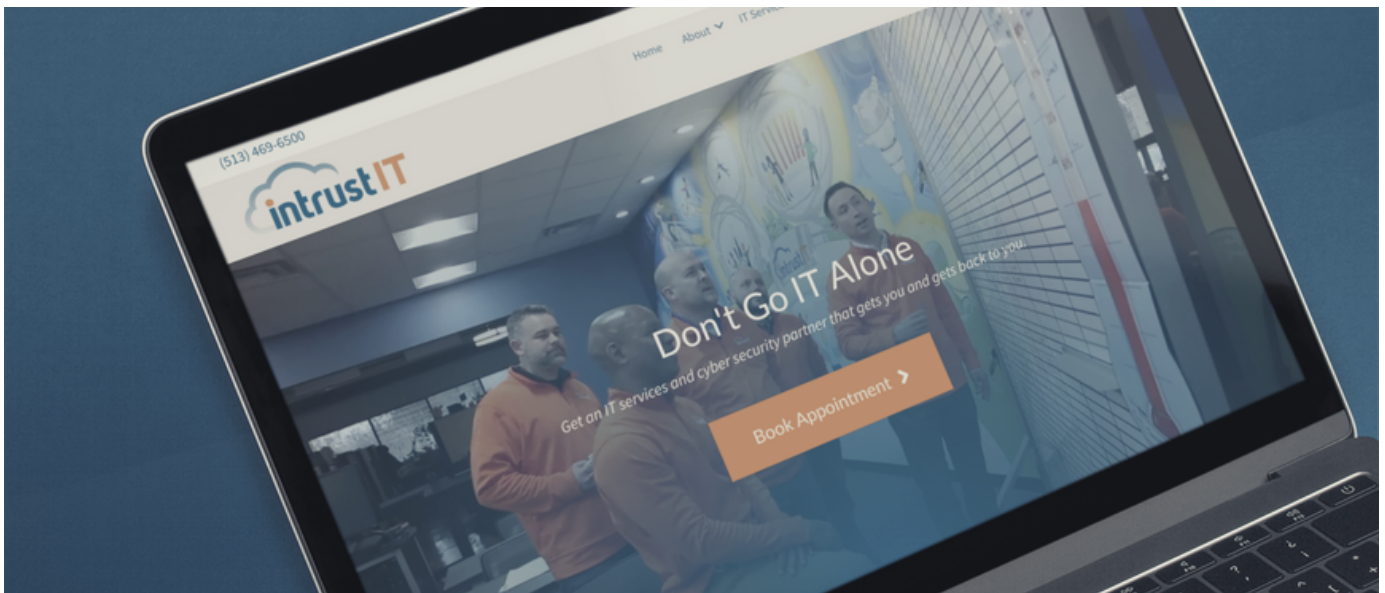
ON SOCIAL MEDIA, VIEWERS CAN MESSAGE YOUR COMPANY DIRECTLY. BE SURE TO ASSIGN SOMEONE WHO WILL MONITOR THESE SITES FOR MESSAGES. YOU SHOULD TRY TO RESPOND AS QUICKLY AS POSSIBLE.

13

FOCUS ON QUALITY LINKS TO YOUR WEBSITE

If you're looking for another way to impress Google search engines, focus on links to your site. As you might imagine, if Google sees other sites pointing to yours, it makes you seem like a good source of credible information. You can find out what sites are sending visitors your way by using Google Search Console.

To begin, follow the instructions for setting up an account on the Search Console [here](#). As part of the set-up, you will need to verify the ownership of your site. You can do this by embedding code provided by the Search Console onto your site. (Lost at this point? Ask a web developer for help.)



Once the console is set up, you'll be able to see all kinds of analytics about keywords, number of pages on your site that Google has "crawled" and stats on site traffic, including where visitors are coming from (those links we mentioned a minute ago).

HOW DO YOU GET LINKS?

Start thinking creatively. Do you belong to associations or chambers of commerce that list members? Do you have a live link in your listings there? Could you work with partner vendors or charities you support to place links on each others' sites? Anytime someone from your company speaks at an event, exhibits at a conference or comments on an industry article it can create a valuable link to your company's site. Think about peer groups, can you put blog posts with juicy links on each other's sites?



SET UP A GOOGLE ALERT FOR YOUR COMPANY'S NAME [HERE](#). WITH AN ALERT IN PLACE, YOU'LL GET AN EMAIL WHEN THE NAME IS MENTIONED ONLINE. IT'S A GOOD WAY TO FIND OUT HOW YOU'RE SHOWING UP OUT THERE IN CYBER SPACE.



KNOW YOUR COMPETITORS AND SEO KEYWORDS

Here's a way to put yourself in potential customers' shoes: First, log on to an anonymous search engine that hasn't been tracking your search history. Try [DuckDuckGo here](#).

Now search for a term your customers would use to find you, like "IT services," financial advisor" or "new home construction." Who comes up first? The first listing is most relevant to this search inquiry based upon the location, quality, reviews, incoming links, brand mentions, most recent site updates and over 200 more overall ranking factors.

HOW DOES THE SITE SERVED FIRST IN SEARCH RESULTS COMPARE TO YOURS?

Go to that company's website that came up first and take a look around.

- Does the site have more or fewer pages than yours?
- How do photos and the design compare to yours?
- Is the navigation easier?
- Are there customer reviews throughout?
- Is the company using a lot of copy or a little?
- Do you see a blog, videos or educational resources on the website?
- Has the company been online longer and are there more employees?

Try the SEO exercise again on another search term or two. If your company is ranking in the top five or six that's great! If your rankings aren't where you would like, it's time to make changes like some of the ones this guide has been recommending.



DO YOU REALLY KNOW WHAT TERMS PEOPLE ARE USING TO SEARCH FOR YOUR COMPANY ONLINE? MOZ OFFERS A [KEYWORD TOOL ONLINE HERE](#), OR YOU CAN ASK A MARKETING PROFESSIONAL FOR HELP TRACKING SEO KEYWORDS.

15

WORK YOUR WEBSITE AND USER EXPERIENCE

If you're not ready for a complete overhaul, you might get a slight bump in traffic with a few adjustments to your site. Here are a few to try:

- Provide a clear call to action on every page. Do visitors know what you would like them to do next when they visit your site?
- If you have a call to action button that's being overlooked, try changing its color or the wording.
- Remove oversized photos or too-large videos that may be slowing your site's load time. Also delete them from the overall media library when you're done. (A slow-loading site can hurt your Google search ranking.)



Another strategy is to add a new landing page to your site. These pages are “stand alones” that provide information on a single topic or offer. The goal of the page is to have visitors take some kind of action such as purchasing a product, making an appointment with you or providing you with their contact information.

PULLING AND CONVERTING TRAFFIC

You can pull traffic to a landing page in a number of ways: on social media, through an online or print ad, paid social media ads, Google Ads or an emailed newsletter. Keep links to other parts of your site off the landing page to minimize distractions from the sales funnel. A landing page that converts visitors to leads can be sales gold. It can also help you determine the best way to spend ad dollars. If a social media ad brought great traffic to the landing page, it could be worth repeating.

The third website move you should make is adding a secure sockets layer (SSL) certificate to your site. People know they're on a site with SSL certification when the site's address in the browser window begins with https (instead of http). It may seem like a small thing, but it signals to visitors (and Google) that your site is secure. In fact, Google can ding your site if it doesn't have the certification. Talk to your web developer about adding this protection to your site as soon as possible. Not happy with your developer? We can help.



BIGORANGE JUICY TIP

GIVE YOUR WEBSITE A HUMAN FACE BY INCLUDING (OR UPDATING) YOUR TEAM MEMBERS' PHOTOS. SKIP THE STOCK PHOTOGRAPHY WHEN POSSIBLE AND USE CUSTOM DESIGNS PLUS REAL PHOTOS OF YOUR TEAM.

16

PAY TO PLAY WITH GOOGLE ADS OR PAID SOCIAL ADS

Paid advertising (like Google Ads (Formerly AdWords), LinkedIn boosting or Facebook ads) can be like fertilizer in helping to boost your growth. While you're in the long game of growing your business, paid ads can give you the quick hit of immediate results. Of course, there are watch-outs: While you can get good results for as little as \$50 a day, you must track these "pay per click" ads to make sure you're spending your money in the best way possible.



While running Google Ads won't affect your organic rankings on Google, you can use the information gleaned from well-performing ads to polish your site and other marketing efforts. For instance, if you find that an ad with a headline that contains a certain keyword brings in more visitors than other ads, you can use that keyword in your website content, on your blog or in your social media posts.

MONITORING AND TWEAKING ADS FOR BEST RESULTS

Like other paid online ad campaigns, Google Ads need close monitoring and frequent tweaking to provide the best results. If you don't have the time to oversee these campaigns, you can hire experts (like the team at [BigOrange Marketing](#)) to do it for you.

Another alternative is to use Google Ads Smart Campaigns (formerly known as AdWords Express). This simplified version of Google Ads was designed to give small, local businesses a quick entree into pay-per-click advertising without investing too much time in set-up, audience identification and targeting. You can find more information about the program [here](#).



**ALTHOUGH SMART CAMPAIGNS MAY BE EASIER TO
USE, THEY ARE NOT AS FULL-FEATURED, AND
THEREFORE EFFECTIVE, AS A WELL-MANAGED
GOOGLE ADS CAMPAIGN CAN BE.**



STALKING? NO, RETARGETING!

We're sure you've noticed that once you shop for something online, you start seeing ads for that wherever you go on the web for weeks afterward. You're being retargeted. The practice can work for you because it keeps your brand in front of buyers and builds your brand recognition. When people are ready to pull the trigger and make a purchase, they feel more comfortable buying from you.

When you can't reach a possible customer directly, a retargeted ad can be your next best bet. You can use Google Adwords or Facebook for retargeting. To take advantage of these benefits, you'll need to add a special code to your website. Ask your web developer or **our team** if you need help with this setup.

HOW DOES RETARGETING WORK?

If you run a Google campaign, your retargeted ads can show up on a wide variety of websites or platforms. Facebook ads, of course, only appear when visitors go to Facebook. With Google AdWords retargeting, you can specifically choose websites where your ad will run and whether you will be charged by the ad view (impression), click or website conversion. You can choose your ideal customers' demographics to an extent so only those most likely to be interested in your services see your ads.

The campaign you create specifies what will trigger a retargeting ad. For instance, if someone visits one of your services pages, he or she would begin to see your retargeted ads after leaving your site. When the visitor sees your ad copy highlighting that specific service, he or she will be reminded of your company's capabilities. Once that prospect becomes a lead, you can take them off the retargeting list, and move them to your automated marketing or your sales people for further nurturing.



USE MULTIPLE AD VARIATIONS. WATCH THAT YOU DON'T SERVE UP THE EXACT SAME AD TO SOMEONE MORE THAN FIVE TIMES. YOU WANT PEOPLE TO BE INTRIGUED, NOT ANNOYED, BY YOUR BRAND.

18

SET THE GOAL IN GOOGLE ANALYTICS

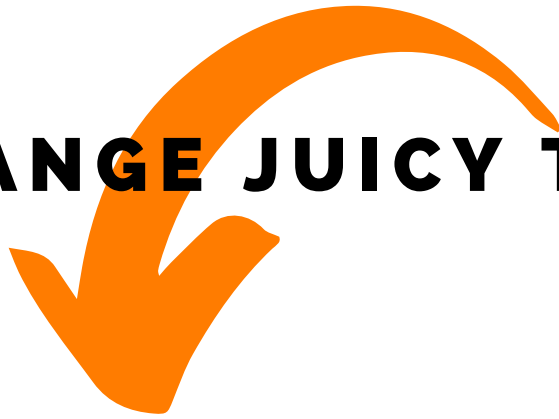
Most likely, Google Analytics is running as a plug-in on your website. You may even look at it on occasion for more information about how many people are visiting your site, what search terms they're using and what other sites are sending them to yours. Another helpful tool in Google Analytics is Goals.

With Goals, you can define what actions you would like people who visit your site to take. Do you want them to sign up for your monthly email newsletter? Schedule a call with your salesperson? Create a gift wishlist? You can find instructions for setting up goals [here](#).



You can use a template or create your own goals. You can even assign a dollar value to goals. Go to the Conversions tab in Google Analytics to see the data compiled. Of course, if all this back-end work on your site steals time from your “real job” you can ask us for help.

BIGORANGE JUICY TIP



IT'S A GOOD IDEA TO CREATE A GOAL IN TERMS OF CONVERSIONS. CONVERSION RATE IS THE MOST IMPORTANT KEY PERFORMANCE INDICATOR (KPI) FOR YOUR SITE, BECAUSE IT HELPS YOU KNOW IF YOU ARE ON TRACK WITH YOUR BUSINESS.



19

MAKE NEWS AND TELL THE WORLD ALL ABOUT IT

You might think your organization's work is not particularly newsworthy, but members of the media often need expert help to decipher topics related to your expertise. [Help a Reporter Out \(HARO\)](#), is a three-times daily newsletter that seeks to connect reporters with subject matter experts. You can skim these newsletters to see if there are questions you could answer in your field. If the reporter uses you as a source, your name and company name will be published, creating valuable backlinks or online mentions and bolstering your leadership in your industry.

To start using the service, register at www.helpareporter.com. It could make sense for you to outsource the monitoring of these requests to a junior person on your team or an affordable hourly virtual assistant, so that the daily emails don't become overwhelming.

Look for ways to share with local media news about your company through press releases, too. What's release-worthy? Topics to cover include new hires, acquisitions, talks at conferences, new certifications, awards won or contributions your company has made to a charity. **Can't find the time for this work?** Reach out to a content writing resource like BigOrange for help.

BIGORANGE JUICY TIP



RESEARCH YOUR LOCAL NEWSPAPER TO SEE IF IT HAS A MEANS FOR YOU TO SUBMIT ARTICLES, AND INCLUDE CAPTIONED PHOTOS. YOUR UNIVERSITY ALUMNI PUBLICATION MAY ALSO RUN NEWS ABOUT YOU OR YOUR COMPANY.

20 SPREAD THE WORD WITH WEBINARS

While it may seem daunting at first, hosting a webinar doesn't have to be complicated or overly time-consuming. Use a platform like Crowdcast or Microsoft Teams to host the webinar. Keep it short to retain audience interest, but leave time at the end for questions. You can incentivize attendees to stay engaged by pulling names for a giveaway at the tail end of your presentation.

Practice your webinar with a colleague and, if possible, have someone else on hand to keep track of any incoming questions from attendees. Publicize your seminar on LinkedIn and through your MSP's email newsletter to clients and potential customers. Be sure to record your webinar, so that you can start to build a library of resources. Your salespeople can send links to the webinars to prospects, which reinforces your MSP's role as thought leaders and quality service providers.



**NOT SURE WHAT TOPIC TO ADDRESS IN A WEBINAR?
THINK ABOUT THE TYPES OF QUESTIONS YOUR SALES
OR CUSTOMER SERVICE PEOPLE ANSWER MOST OFTEN.
ADDRESSING THOSE QUESTIONS WILL PROVIDE YOUR
AUDIENCE WITH VALUE.**

21

PARTNER UP WITH LOCAL PUBLICATIONS

You know those info-packed emails from your local business publication you like to read? Well, most likely your potential clients are reading them, too. Why not research ways to include your company in those publications' updates? Ask about being a featured advertiser or even a possible contributor.

Tie the information you provide into a current event to give it a "news hook" if possible that relates to your area of expertise. For example, email recipients might be eager to hear about what a cyber insurance policy should include if there's been a recent high-profile cyber attack in your area. Or, if the local real estate market is going gangbusters at the moment, explain how new construction homes can be a great alternative to bidding wars. If supply chain issues are in the news, address the options for improving domestic manufacturing by using automation.



22 LET THEM KNOW YOU'RE IN THE NEIGHBORHOOD

Where are your customers? You might say "Dallas" or "Atlanta" or "Cleveland." But chances are your customers consider themselves to be located in a more pinpointed location. Your website can let them know that you provide services in their neighborhood, suburb or part of town.

Start your website location strategy by writing down all the location names near you where you provide services. Next, add a page to your website for each of those locations and the services you offer there. For example: "Financial Planning in Fort Worth," "IT Helpdesk Beachwood" or "Cloud Migration Alpharetta" might be pages to add to your site.



BIGORANGE JUICY TIP



THESE PAGES HELP YOUR SITE GET FOUND, BUT THEY DON'T NEED TO BE FRONT AND CENTER ON YOUR SITE. PUT THEM UNDER AN "AREAS WE SERVE" PAGE.

GET LEADS AND GROW



NEED HELP WITH ANY OF THESE ITEMS?



BigOrange.Marketing
A Content & Inbound Marketing Agency

**AT BIGORANGE MARKETING,
WE PROVIDE WEBSITES AND
COMPLETE OUTSOURCED
DIGITAL MARKETING PLANS
TO HELP YOU GET FOUND,
GET RESULTS AND GET
YOUR TIME BACK.**