

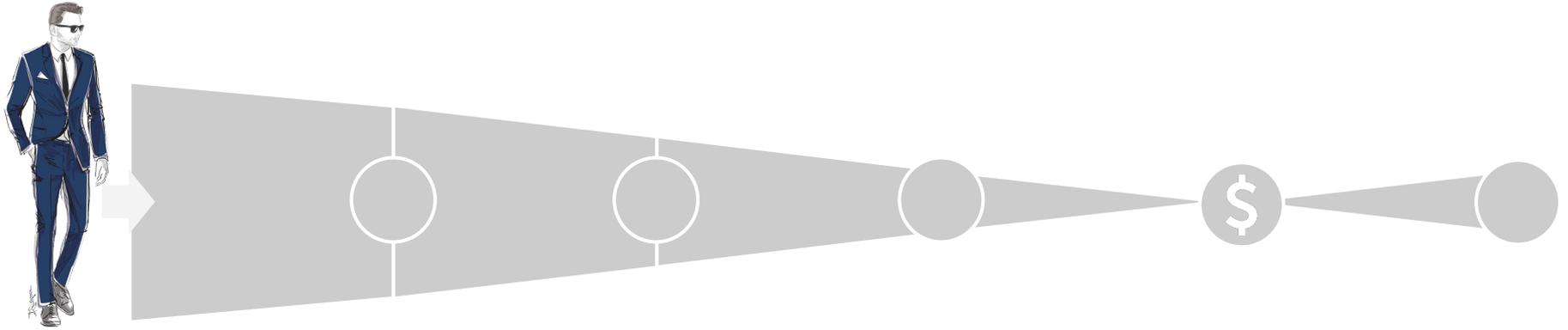
Digital Marketing Strategy

For Small To Medium Businesses

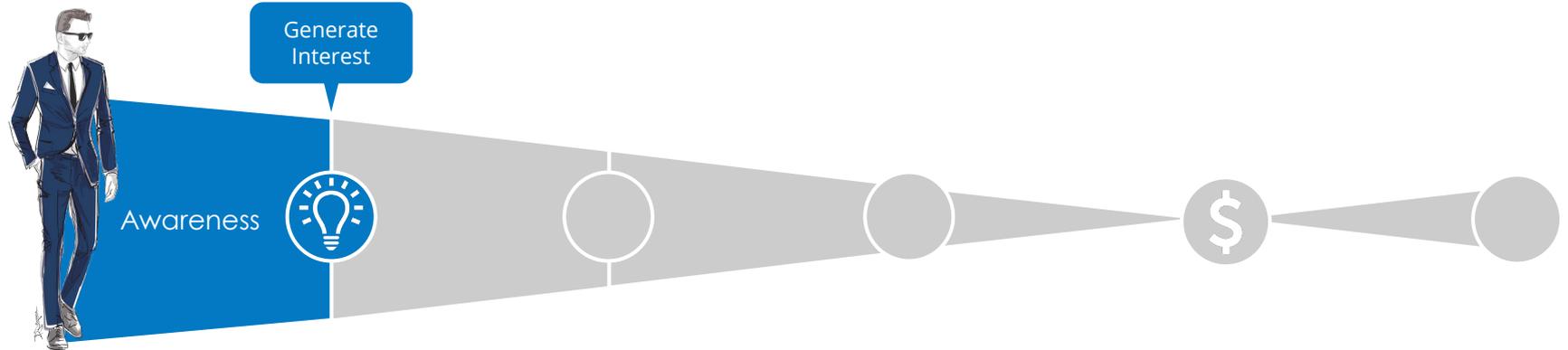


The New “Marketing Stack”

The Customer Journey



The Customer Journey



Interest & Awareness

- Social / Search Advertising
- Email / Text Marketing
- YouTube / Video Ads
- Television
- Billboard
- Online display advertising
- Newspaper / Magazine
- Radio
- Word of mouth

“ I’d like to have that.
That looks cool.
I want to know more.
I needed one of those! ”

The Customer Journey



The Customer Journey



Be Found & Stand Out

- Consistent business listings are key to ensuring customers find you in 2021. More and more consumers are turning to intelligent or voice search to find what they want to buy.
- Utilize smart [SEO](#) to improve your organic rankings against competitors.
- Use Website Linking Campaigns to increase your ability to be found online.



The Customer Journey



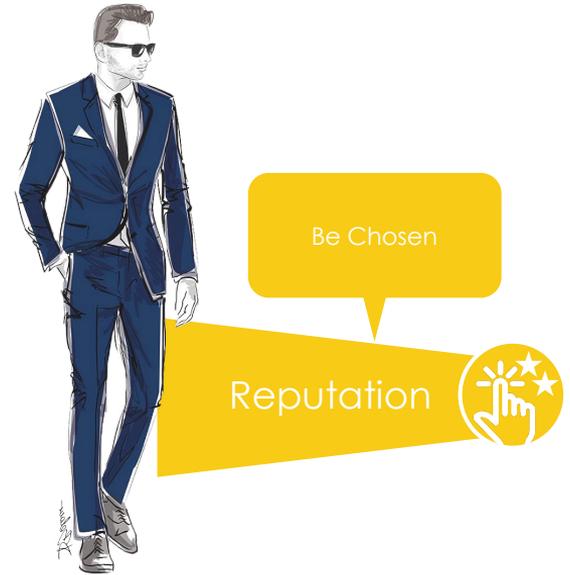
“ This business is popular!
They have a lot of reviews, from
mostly satisfied customers ”

Research & Consideration

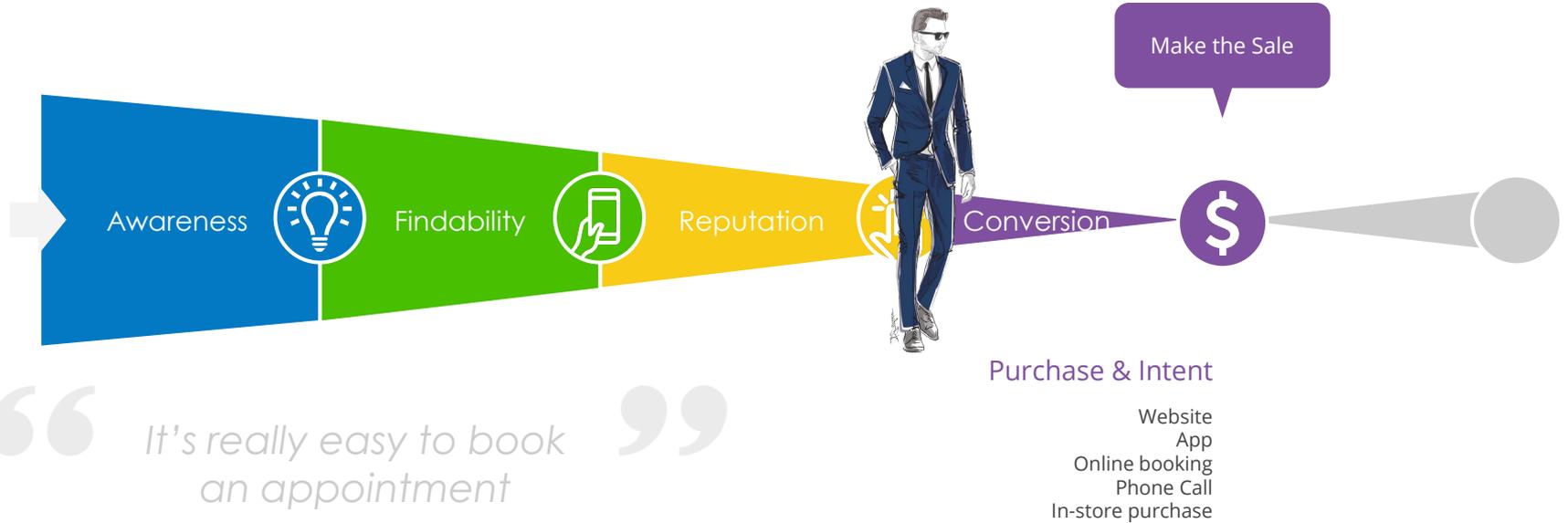
Customer Reviews
Blogs & Articles
Online Mentions
Social Media
Friends & Family

Reputation

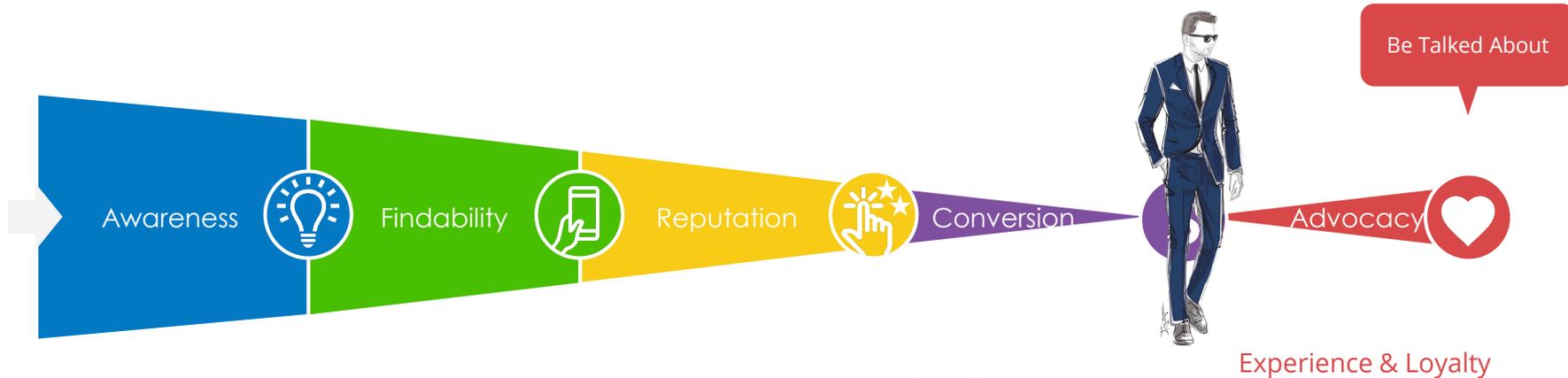
- **Online Reputation Management** allows you to know WHAT is being said about your brand online and recommends WHAT to do about it.
- Responding to online comments is the standard customer service in 2021
- You must know what is being said where, by whom in a timely manner and how to deal with each situation either positive and negative
- Building new reviews are critical for success, consumers look for recent reviews to make buying decisions, never before has asking for and gauging the voice of your customer been more important.



The Customer Journey



The Customer Journey



“ Quick, skilled service.
You should really check them out. ”

Experience & Loyalty

*Post-purchase expectations
vs. reality*

- Social Post
- Loyalty Programs
- Request a Review
- Word of Mouth
- Blog Articles

Helpful Resources From Local View

30 Day Business App Trial

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SET UP MY ACCOUNT



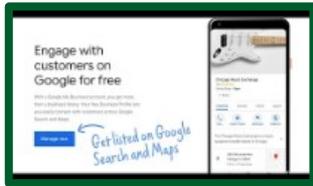
The screenshot displays the Local View LINK interface. On the left, there is a profile card for David Cuff, featuring a circular profile picture, the name "David Cuff", and a meeting invitation titled "Free Marketing Evaluation Meeting" with a duration of "15 min". The Local View LINK logo is positioned at the top left of the interface. On the right, a "Select a Date & Time" calendar for February 2021 is shown. The calendar grid highlights the dates 18, 19, 22, 23, 24, 25, and 26. Below the calendar, the time zone is set to "Pacific Time - US & Canada (12:51pm)".

Other Helpful Resources



[The Ultimate Guide To Google My Business](#)

[How to Use Google My Business](#)



[Create a Facebook Page in a Few Easy Steps](#)

[How to Create a Facebook Business Page in 7 Easy Steps](#)

