

CHECKLIST FOR 2014 MARKETING STRATEGY



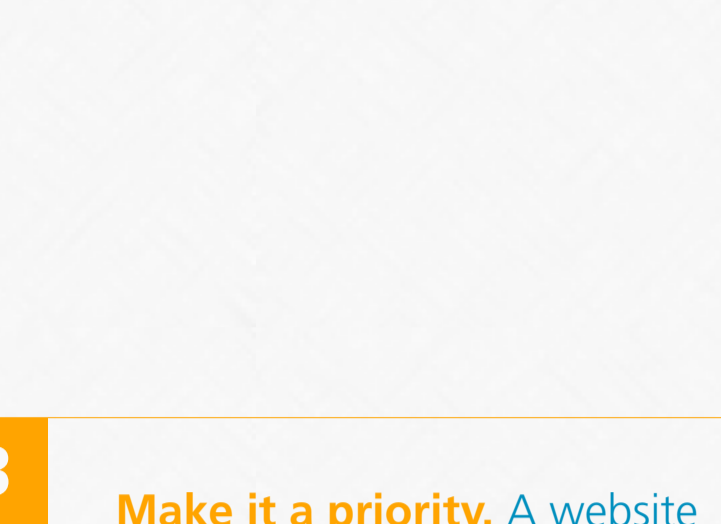
✓ Preparing your online marketing strategy for 2014 can be an overwhelming event if you don't have the right tools to help you plan. In this infographic, we've designed an easy to follow checklist for mapping out your business' online marketing strategy for the coming year. Carve out a few hours, follow the list, and start on the path to success!

1 Professional Website Optimized for Search

- ### Recent Changes in Online Marketing..
- ✓ Mobile usage continues to climb. **Mobile searches have grown by 5x in the past two years** (Google)
 - ✓ Responsive design is the latest trend as people use multiple devices to search. **77% of mobile searches occur at home or work** — even if a PC is nearby and readily available (Search Engine Land)
 - ✓ Integration of all online marketing tools is required. Consumers are doing more and more research of a local business. **95% of consumers use the internet to find a local business** (BrightLocal Local Consumer Review Survey 2013)



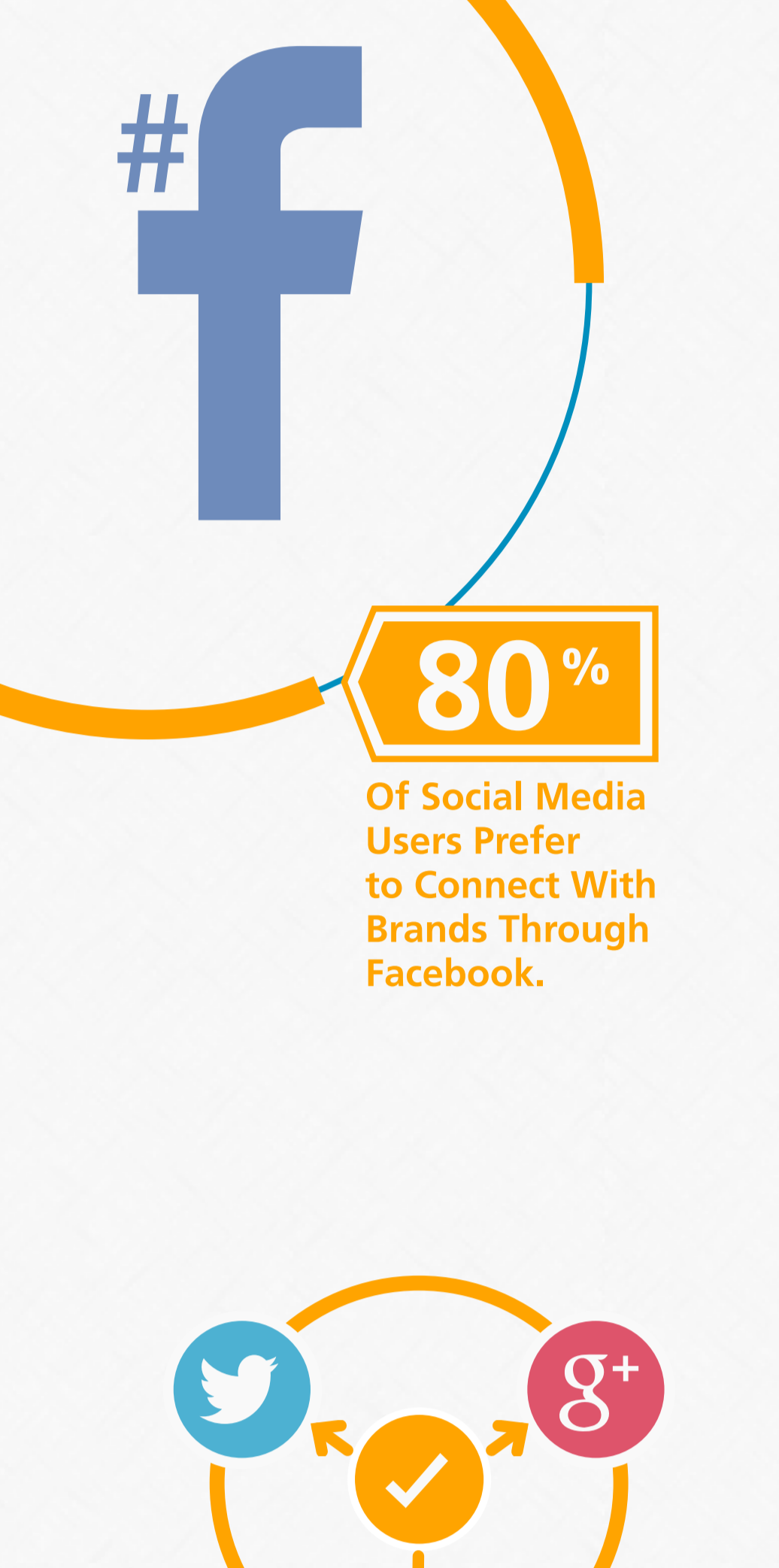
- ### Best Practices for a Great Website.....
- ✓ Calls-to-action (CTAs) should be clear.
 - ✓ **A user-friendly experience is key.** Make your website useful.
 - ✓ Customize the content on your website. Users are turned off by generic websites.
 - ✓ Clean coding and HTML are elemental to search rankings. (Remove all FLASH)



TIPS FOR 2014

- Invest in your website.** Consumers are more tech-savvy and understand professional websites are not prohibitively expensive. A free website typically includes ads and can look spammy. Have ultimate control over your website and invest in a high-quality website service.
- Maintain it.** Keep your website up-to-date. Make sure all information is correct, take down dated content, and continually add to your website. Check regularly to make sure all the links, images, videos, etc. are working properly.
- Make it a priority.** A website is not optional any longer, it's foundational. If you don't have a professional website, make it your priority to launch one. If you have a website, spend more time keeping it updated or hire someone to do it for you.

2 Social Media Management & Connections



- ### Recent Changes in Social Media.....
- ✓ Social search has evolved. Search engine results pages (SERPs) show listings that your connections have engaged with.
 - ✓ SERPs are returning social media pages in the listings. Searching for a "business in city name" may return the Facebook or Google+ page of a local business.
 - ✓ Graph Search was rolled out by Facebook. Social media networks are enabling search on their platforms. **80 percent of social media users prefer to connect with brands through Facebook.** (Business2Community)
 - ✓ **Hashtags have grown exponentially and are only getting more #popular.** Hashtags are the key to getting social, getting more exposure, and showing up in searches.

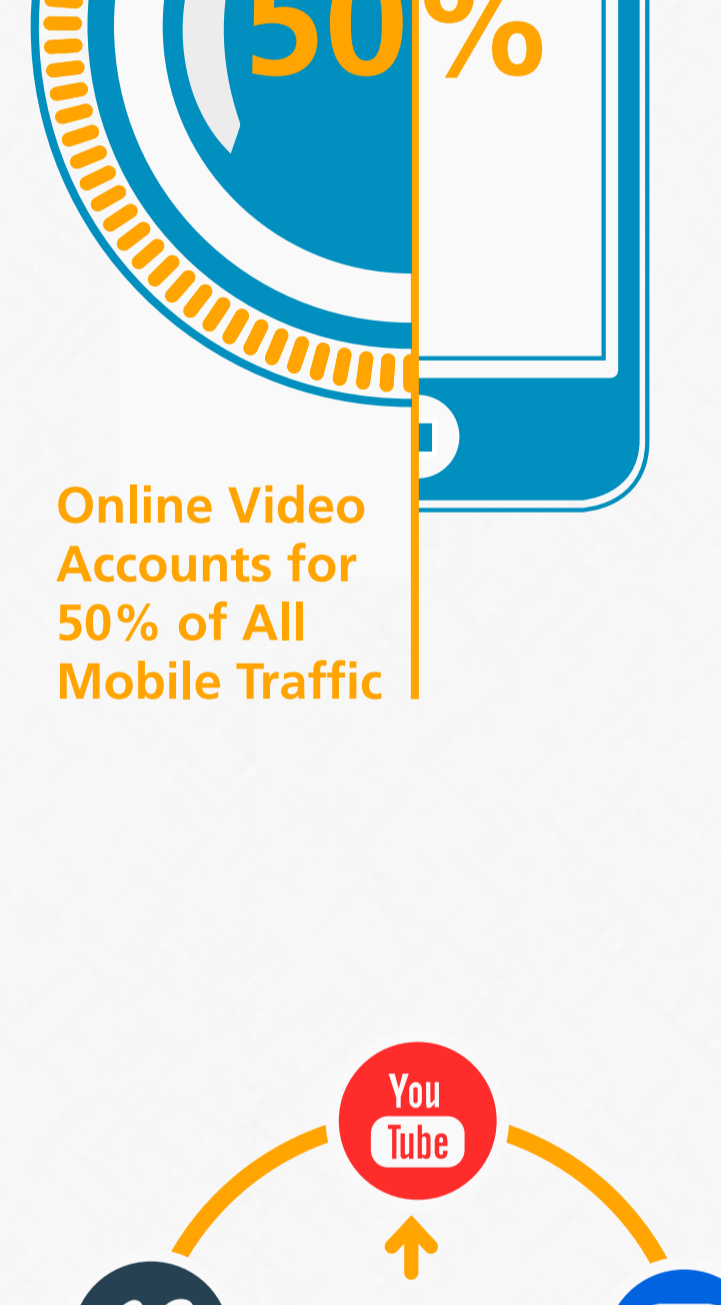
- ### Best Practices.....
- ✓ **Engage in social media.** It's not just for personal use, it's for business too.
 - ✓ Optimize your social profiles and social postings. Make sure all the information is completed, accurate, and pictures and videos are included when possible. Include business names and locations in postings.
 - ✓ Use #hashtags to get in the conversation (when relevant) or start discussions.

TIPS FOR 2014

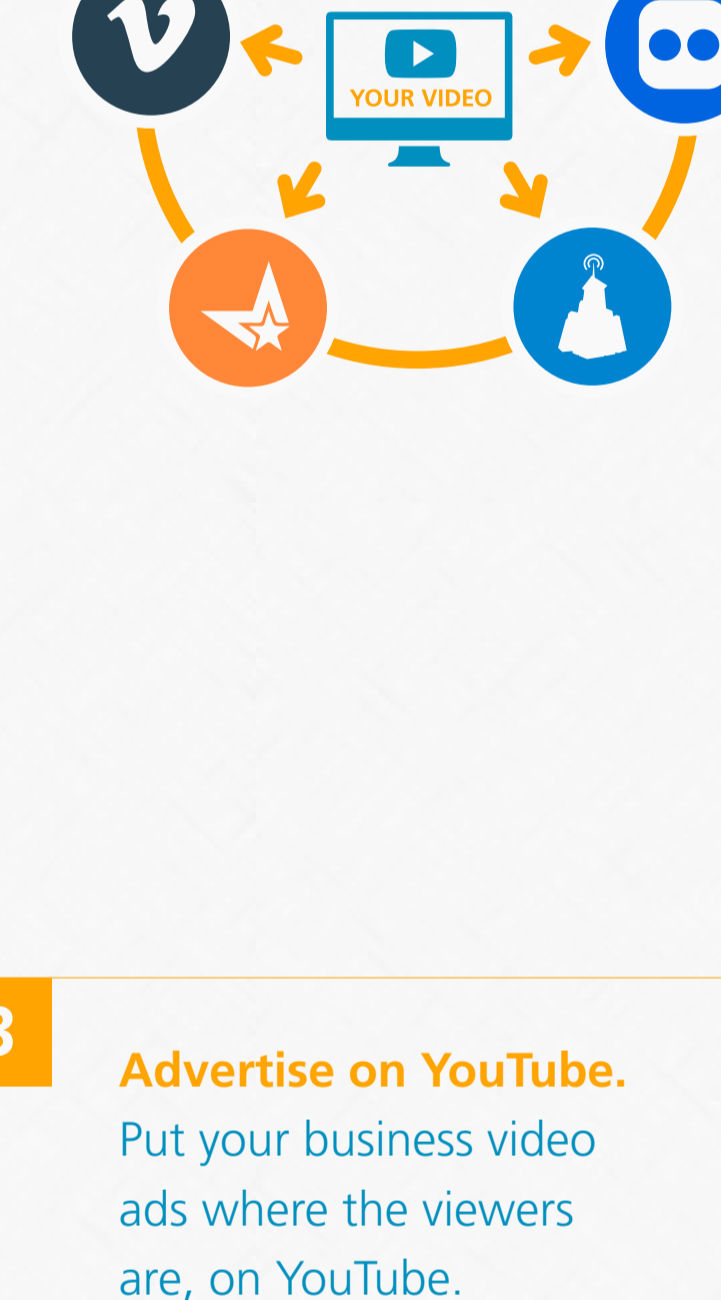
- Take it seriously.** Not having social media shows consumers you aren't current and are outdated. A social media manager represents your business — make sure they are qualified and accountable.
- Connect.** Connect with your followers in meaningful ways.
- Respond.** Consumers want to hear from you. Responding to comments and reviews personalizes your business.
- Ask for reviews.** Get followers talking about your business by asking for reviews. Online consumers want to see what it's like to patronize your business. Tell them!
- Get Active!** Social media is like any other marketing medium. You get out of it what you put into it. If you only post once a month, you will get very little return.

3 Video Content Creation

- ### Recent Changes in Online Video.....
- ✓ Demand for video (especially on mobile) has increased over the past years. **Online video accounts for 50% of all mobile traffic** and up to 69% of traffic on certain networks (Bytemobile Mobile Analytics Reports, 2013)
 - ✓ Advancements in smartphone technology are making video creation and sharing easy.
 - ✓ Availability of WiFi everywhere makes video accessible anywhere.
 - ✓ Consumers are using phones and devices more often and in more locations. It's a form of device-addiction to always be checking a phone or tablet.
 - ✓ Google+ YouTube update increases the spread of video and ease of sharing videos.



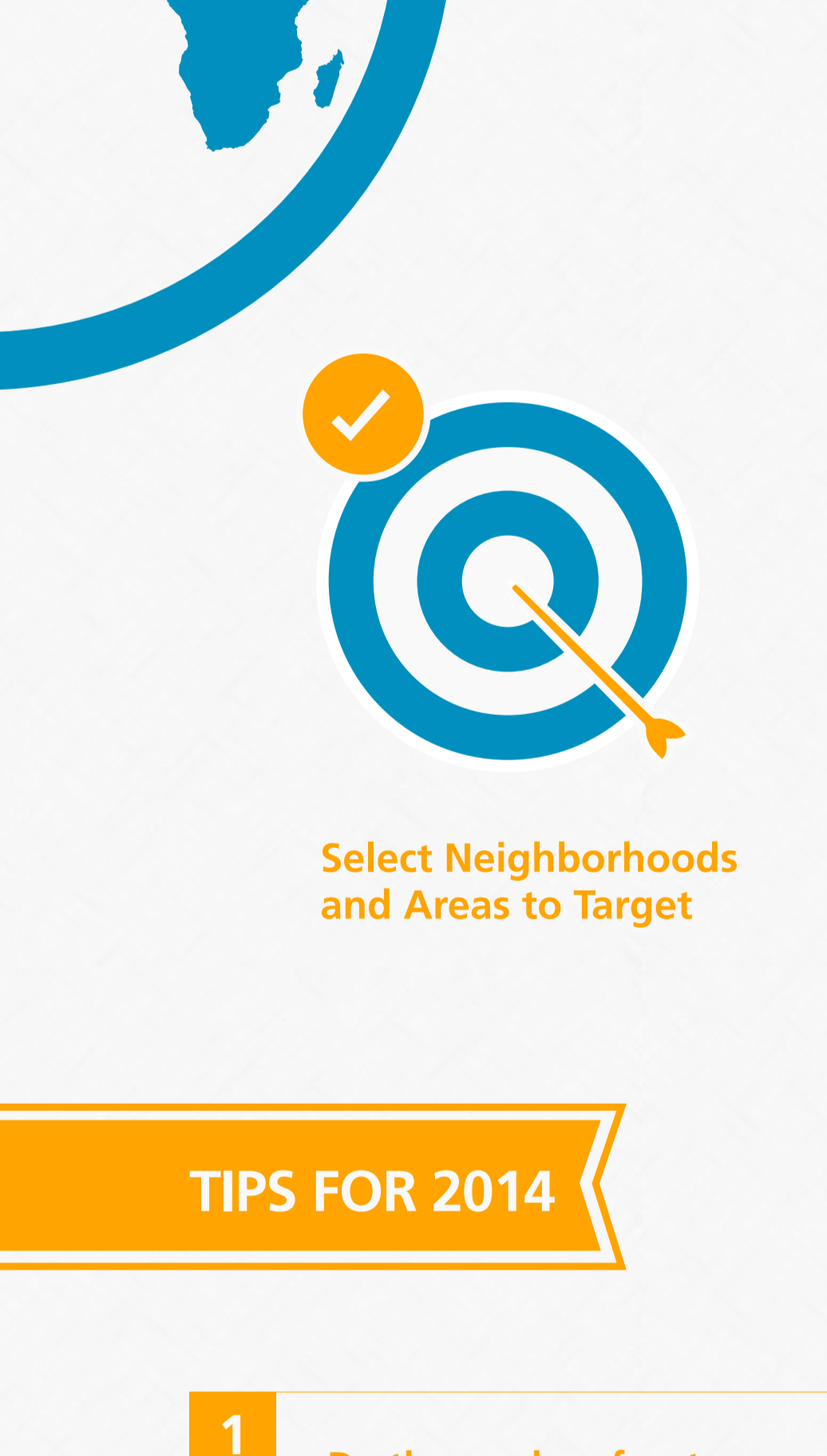
- ### Best Practices.....
- ✓ Integrate video into your website.
 - ✓ **Share it on social media.** Sharing videos on social media will increase views and engagement.
 - ✓ Use different types of video for different purposes. Create professional documentaries, explainer videos, demonstration videos, client testimonials, etc.



TIPS FOR 2014

- Make a video editorial schedule.** Schedule demonstration videos throughout the year.
- Get a professional video made of your business.** Video has the ability to convey more than written content. Invest in a high-quality commercial that you can use in ads and on your website to get more new business.
- Advertise on YouTube.** Put your business video ads where the viewers are, on YouTube.

4 Paid Advertising Online



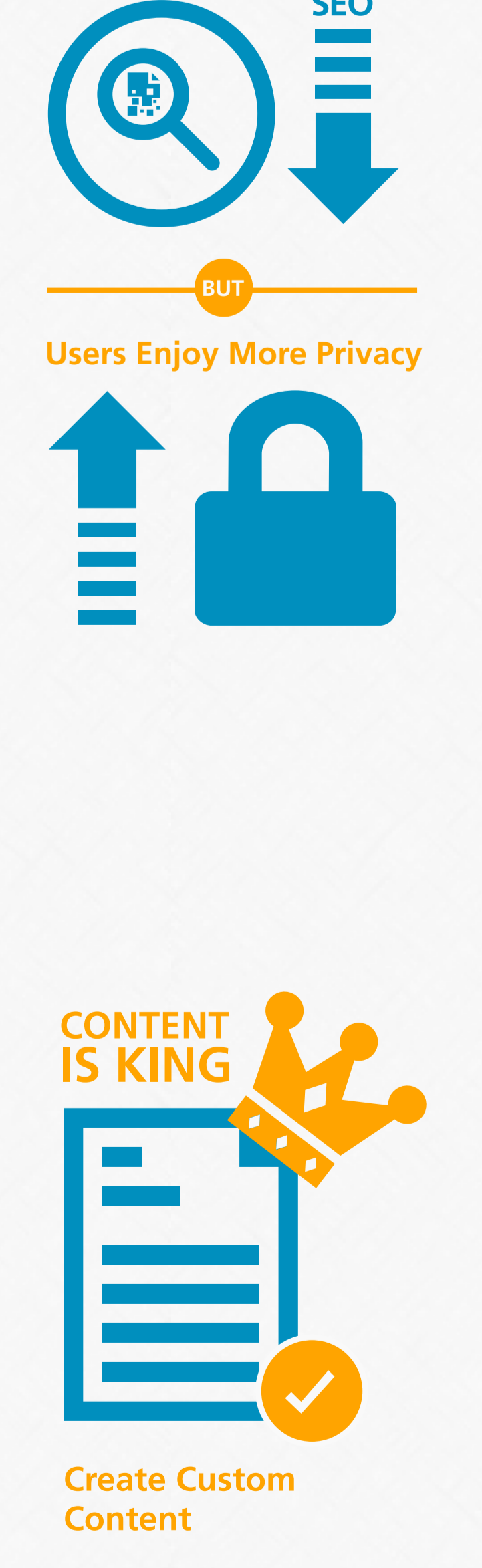
- ### Recent Changes in Pay-Per-Click (PPC) Advertising.....
- ✓ **AdWords Enhanced Campaigns enable advertisers to target consumers by geo-location,** the device they are using, and save money by excluding certain areas.
- ### Best Practices.....
- ✓ Have a strategy for a PPC campaign. Don't "wing" it.
 - ✓ **Select neighborhoods and areas to target.** If your business is located in neighborhood A, but gets high traffic from neighborhood B — target neighborhood B!
 - ✓ Cap spending. Set a budget and use Enhanced Campaigns to control spending.
 - ✓ Review metrics regularly. Make adjustments based on the analytics.

TIPS FOR 2014

- Do the work upfront.** Research keywords and create a strong strategy. Take your time to properly set up your campaigns for maximum efficiency.
- Write great ad copy.** Determine what great ad copy is by reviewing quality scores and by A/B testing.
- Targeting the right areas will save you money.** Targeting an under populated area is a waste of money. Target ads to areas where people are searching.

5 Proper Search Engine Optimization

- ### Recent Changes in SEO.....
- ✓ Hummingbird was a massive Google algorithm update. Google's search algorithm now focuses on "user intent" by evaluating all the words that are in the search box.
 - ✓ Social Search is expanding search to include social media pages, suggestions recommended by social connections, and brings search to individual search networks.
 - ✓ Encrypted Search has made keyword research and analytics for organic SEO relatively useless. However, **consumers can now enjoy more privacy as they search online.**
 - ✓ Google+ YouTube integration requires all users commenting on YouTube videos to have a Google+ account.
- ### Best Practices.....
- ✓ **Create custom content.**
 - ✓ Make regular updates to websites, blogs, and social media.
 - ✓ Quality is valued over quantity. You don't need to have 20 pages loaded with keywords. Instead, 5 high-quality, useful website pages will be better for rankings.
 - ✓ Complete your online authority to improve search results and build online authority and trust in your content.



TIPS FOR 2014

- Continually update your website, blogs, social media, and videos.** "Refreshes" are a great idea.
- Write an FAQ page or pages for your website.** If your FAQs match search queries, your pages will show up in search engine results pages.
- Make social integration a priority.** Link your social media, YouTube, Yelp, etc. to each other and to your website. Interconnect all of your online marketing efforts.

Overall, your 2014 marketing strategy should focus on the user-experience. Give consumers what they are looking for in the medium they want. By following this easy checklist, you can ensure that your 2014 marketing strategy is successful.