



**The First 7 Steps  
to  
Market Your Business Online**

- 1.) Setup your free Google business listing
- 2.) Start collecting positive reviews
- 3.) Setup a Google Adwords account
- 4.) Get your company image, branding, logos, website created
- 5.) Create business profiles on every social media platform
- 6.) Claim local citations and post content regularly.
- 7.) Remarket to your existing clients as well as to new clients Step

# 1: Setup Your Free Google Business

This Is the #1 priority.

86% of your local customers are looking for contractors on Google maps.

Go to [google.com/business](https://google.com/business) and get your free local listing setup and verified.

Make sure you fully fill out your company bio, hours of operation, special hours, website URL (Google business now has a free website builder and let's you create a stunning website for free).

The moment your listing goes live. You want to start uploading photos of your business at work.

Include before and after pics, pics of your work trucks, pics of your team working. Use the “drip feed” system. Which means.

After uploading your initial pics to your Google profile. Keep uploading photos to Google regularly.

Google algorithm likes this and will promote your business because your listing is more “current” Get positive reviews Once your listing goes live.

Copy the URL link to your business listing and save it inside of your phone.

You can do this by “viewing your listing on Google maps as if you were a customer” and sharing the link with yourself as a text message.

Once you share your Google listing link, save it inside of your phone in your notes or contacts or whatever you can find it quickly.

Then immediately go to every single one of your past and previous clients and start asking them for well-worded positive 5 star reviews on Google.

You can do this by texting or emailing them the link. You might also want to create a short message that looks like this.

Example: “Please take a moment to leave our business a positive review. It would mean so much!”

<https://g.page/lashologybysofia?gm>

Make sure you send this link to every single happy customer.

Follow up with them and do whatever you have to do to get that positive review. Make this a habit and keep doing it.

Note: Don't get a bunch of positive reviews all at once.

It will look fake and Google might delete them.

Use the “drip feed” system and get reviews day by day.

## **Step 2 : Google Ads**

Go signup at <https://ads.google.com/>

Set aside a budget of at least \$100 a month. (Some companies actually spend \$100k dollars a month.)

Walkthrough the basic instructions inside of Google Ads. Set your keywords, target market, demographic and manual budget.

If you absolutely can't figure out Google Ads.

Hire a [virtual ads expert](#) on Jackalopecreative.com for \$30 an hour to setup your account for you.

Then, after the expert sets up your ads campaign. Start investing money. Even if it's only \$100 a month.

### **Step 3: Brand Your Company**

Make sure the font, colors, and structure of your marketing looks exactly the same across all social media platforms including your website. So that no matter where your customers find you online.

They'll recognize you immediately.

Here's a great rule of thumb:

- 1.) Fonts: a maximum of only 2 different font types.

2.) Colors: only 2 different colors used and a maximum of 3.

3.) All text and copy; left justified. And text wrapping around images.

4.) Headlines: remember the headline is the most important part of any piece of communication “The headline is the ad for the ad”

#### **Step 4 : Price Transparency**

Include your prices on all of your marketing. Put your pricing and packages directly on your website, your flyers, ads, and most everything you do.

Price transparency helps eliminate tire kickers. When people go on your website and can see your prices, think twice before picking up the phone to call you and if they call, they're usually ready to buy.

## **Step 5: CTA: “Call to action”**

Every marketing piece must have a call to action;

### **Example:**

**“Click here to book now”**

**“Call now to book” “10% off for first time customers call now”**

Create business profiles on every social media platform.

When you create a business page on Facebook, a page on twitter, instagram, Google+, LinkedIn, YouTube.

These are authority sites.

Authority sites create strong backlinks for Google search.



Make sure that all of your company Information is filled out and matching across all of these sites.

Then create and publish unique content for each of these sites regularly.

## **Step 6: Claim local citations**

There's well over 50 free online business listings you can claim and create profiles on.

Spend a few hours and do this.

These local search sites help connect and consolidate your overall business presence in the eyes of the Google algorithm.

Sites like this include. **Yahoo business, Google business, Yext, Bing Local, Yelp, Angie's List, Yellow Bot, Yellow Pages** online, etc.

## **Step 7: Retargeting existing clients first**

The most powerful thing you can do is remarket to your existing clients by offering more and more repeated services.

Drill deeper into your existing client base and offer them more services, more often.

Get their emails, send them email blasts, postcards, thank you letters, voicemails, ask them for positive reviews and referrals.

Get their friends, family and neighbors to become your clients too.

You have already invested the time, money, and energy to get these clients... stop spending time looking for new clients when most of your opportunities are directly in front of you.

Sell more stuff to the people who already know, like, and trust you. Your existing client base!