

7 WAYS TO MARKET YOUR BUSINESS ONLINE WITHOUT *Breaking the Bank*





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“*I think it is possible for ordinary people to choose to be extraordinary.*”

Elon Musk

ONLINE MARKETING

To the chagrin of many business owners, it seems online advertising is becoming increasingly expensive. Cost per click (CPC) across the internet grew 23 percent between 2014 and 2018, YouTube recently announced a price rise on premium content ads and sponsored posts on Facebook are forecast to grow in cost. For small businesses and start-ups in particular, breaking into the world of online marketing can start to look like a very costly exercise.

Yet, while it may take a bit of thinking outside of the traditional advertising box, there are still plenty of ways you can market your business online with a tight budget. From free analytics tools to building networks on social media and online forums, here are seven ways you can use online marketing to your advantage without breaking the bank. The main investment is your time.



LIST YOUR BUSINESS IN ONLINE DIRECTORIES

The days where a Yellow Pages book sat next to every landline phone as a household basic are quickly disappearing. In its place, customers are using online directories to gather valuable information and contact details about your business.

Fortunately, online directories can provide a lot more scope to advertise your business than the standard Yellow Pages book. Search for local directories and add your business. These online directories will provide you with local business citations. Also take full advantage of Google's free directory service by including detailed information and photo galleries.

A local citation is any online mention of the name, address, and phone number (NAP) for a local business. Citations can occur on local business directories, on websites and apps, and on social platforms. Citations help Internet users to discover local businesses and can also improve your local search engine rankings.

HINT: Be sure all your details are entered exactly correct and the same way for each listing. This is essential for great SEO - it's called NAP - Name, Address, Phone.

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USE ONLINE PLATFORMS TO PROMOTE YOUR PRESS RELEASES

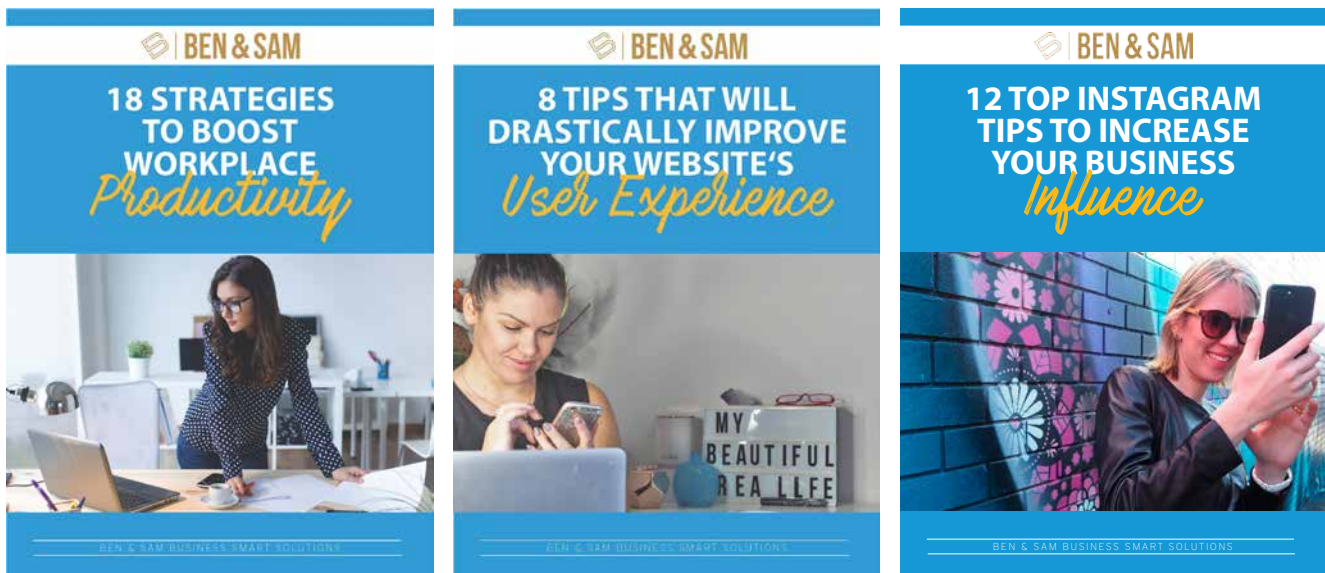
Press releases are a great way to communicate key messages from your business and gain exposure. **Fortunately, the online world has also made them far more affordable and accessible.** There are plenty of sites that offer free platforms for you to distribute your press release, though some are more reliable than others. While you may not want to rely solely on free distribution sites to get major news out there (you get what you pay for after all), 24/7 press release and PRlog are good examples of reputable platforms that will publish press releases at no cost.

3

PRODUCE CREATIVE CONTENT

Creative, high quality content such as blogs and videos are great ways to keep customers engaged with your business at little to no cost. According to a survey conducted by blogging platform HubSpot, **60 percent of businesses who blog gain new customers.**

Video content such as tutorials and livestream broadcasts are also becoming increasingly popular, with popular sites like Facebook and YouTube allowing users to broadcast live for free. Producing creative content keeps you at the top of your game in industry knowledge and expertise, as well as providing great material to share through e-newsletters and on your social media pages.





BEN & SAM
BUSINESS SMART SOLUTIONS



WE PROVIDE REAL SOLUTIONS FOR **YOUR BUSINESS**

ABOUT US

Ben & Sam are business coaches and digital consultants helping you to work smart, take control of your business, and find true purpose, productivity and profits. Combining their business backgrounds in IT, design, marketing, management, leadership and retail they work with individuals, start-ups and small businesses and love sharing their varied knowledge to help others succeed.

WHY **BEN & SAM** WORK WITH US?

- Build and consolidate business basics into workable systems, services and succession.
- Comprehensive online services, including website builds, SEO and digital marketing.
- Achieve peak business performance personally, for your team and for your profits via coaching.



WEBSITES

You've got 3 seconds to make an impact on your ideal client. Deliver the web experience your customers expect with a website from Ben & Sam.



GOOGLE BUSINESS

Start building your visibility in Google Maps and Google Search in your local area to get found first with a complete Google SEO Business Listing.



COACHING

Ben & Sam help you to work smart, take control of your business, and find true purpose, productivity and profits.



SYSTEMS

Connect with your clients on a whole new level. Ben & Sam have time proven systems and strategies to help you get more work done.



Scan me



0418 66 22 79
+61 418 66 22 79



hello@benandsam.com.au
benandsam.com.au

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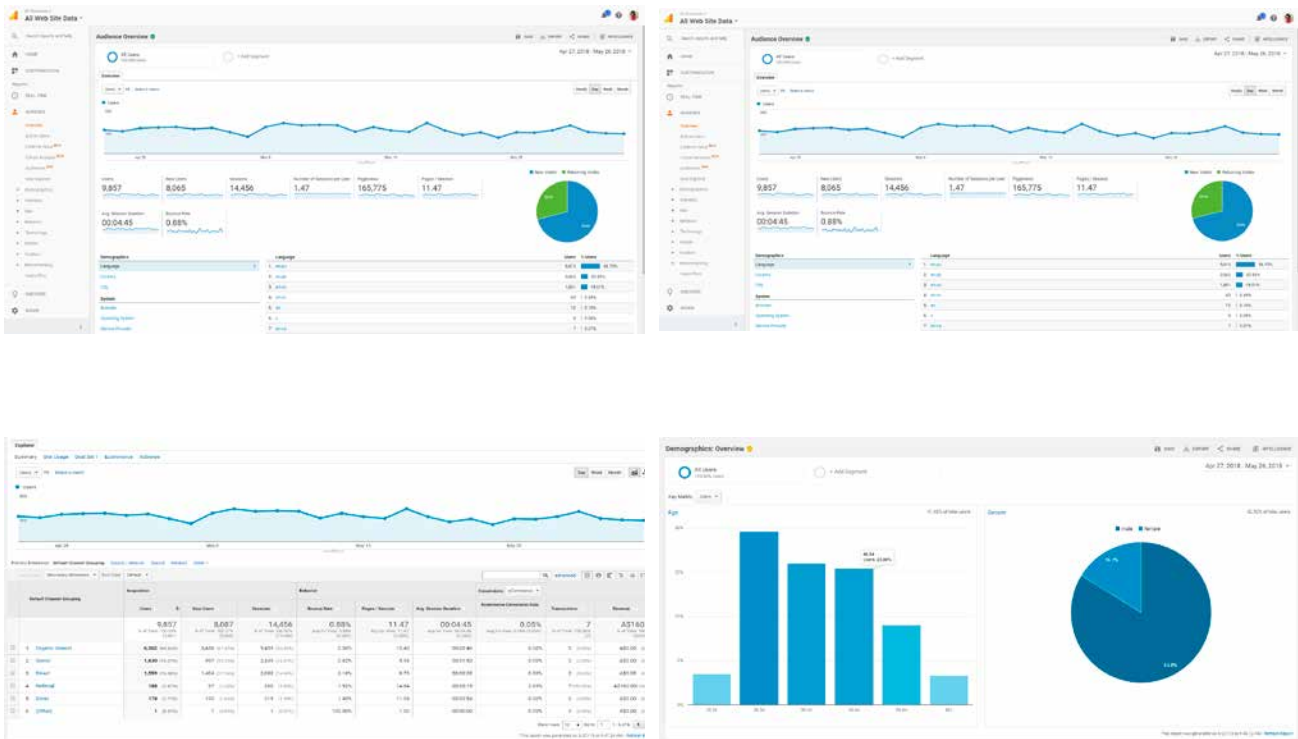
USE GOOGLE ANALYTICS TO TRACK INFO ON YOUR SITE

Google Analytics is free to use and can provide a wealth of valuable information on how visitors are engaging with your website. As with anything, however, the insights are only as useful as you make them.

By letting Google do the grunt work in analysing the traffic on your site, this allows you to dedicate more time to acting on this information in meaningful ways.

For example, **check which webpages seem to be visited most on your website and include a call to action on them.**

For webpages that are rarely visited, consider why this is the case. Are they difficult to navigate to or from your homepage? Can you improve their traffic through adding targeted keywords and Search Engine Optimisation (SEO)? Are they still relevant or even worth keeping? Used thoughtfully, Google Analytics can be an incredibly valuable free asset.



5

BUILD A COMMUNITY ON FACEBOOK & LINKEDIN GROUPS

Creating a Facebook or LinkedIn group is a great way to offer personalised engagement and help customers feel like they are part of a community.

Once your group is established, **offer content such as discussion posts, tutorials, live Q&As and polls to help community members feel like they are a part of your business and have input.**

If creating your own group isn't suitable, an alternative is to join a group that is relevant to your industry. Use the group to build new relationships by sharing advice and promoting events.

As long as this comes across as genuinely helpful and you don't spam or overly impose, this can be a great way to build exposure for your business.



GET A BUSINESS COACH



A COACH WORKS TO DEVELOP THE SKILLS YOU ALREADY HAVE AND IS THERE TO MOTIVATE AND GUIDE YOU TO ACHIEVE YOUR GOALS.

You need strategies that will leapfrog you ahead of your competition.

Success means that you have the strategies and systems needed to stand out from the crowd. The problem is that the business world is growing exponentially in competitiveness and complexity, with a worryingly high percentage of businesses failing to make it past their first year. Simply working hard is not enough – you need strategies that will leapfrog you ahead of the rivals in your field.

Prioritise and invest your energy where it counts.

This is where business coaching has a critical role to play. Having a business coach means that you can prioritise and invest your energy where it counts, rather than spreading yourself too thin. It means having your own strategist, troubleshooter and support person all in one. And – most importantly – it will result in tangible, long-term benefits for your business.

Working harder is no longer enough. Work smarter, not harder.

Hours spent reading up on a topic can be condensed into a single conversation with the right person, who has already put in the hours of reading, study and work experience. Plus, unlike articles and books, coaching gives you the opportunity to ask questions, clarify points and get advice tailored specifically to your business needs.

So, work smarter, not harder. Invest in a business coach.

Contact Ben & Sam for your Free Consultation Valued at \$165

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MANAGE YOUR REPUTATION THROUGH ONLINE REVIEWS

Online reviews are often treated with a bit of trepidation. This is understandable given that research by Cone suggests that four out of five customers will back off from a product or service if they read a negative review. On the flip side however, **positive reviews can offer a great free advertising service, with 87 percent of consumers agreeing that it would confirm their decision to purchase.** Make use of this by including a link to review pages such as Google My Business, Yelp or Trip Advisor on your website.

Where online reviews are negative, it's important to realise that they provide an opportunity for redemption. Use them as a chance for you to take on board feedback and apologise directly to dissatisfied customers. If this is done well, it should take some of the heat out of the situation and will look far better to new customers than if the review is left to speak for itself.

Google My Business is fast becoming popular for online reviews with the search engine giant rewarding good reviews with higher search engine rankings and more visitors. Every established business can claim a free Google My Business listing and start collecting reviews from customers. Take the time to add photos, menu items, service descriptions, videos & opening hours. The more the better. Google loves fresh content. Ben & Sam have strategies to help you get more positive reviews and marketing packages that focus in optimising your Google My Business profile so you show up as your best.

SAY THEY'D LEAVE A REVIEW

89% of consumers say they'd be happy to leave a business review after a positive experience.

89%



LEAVE A REVIEW

7% of customers are actually asked by the business to leave a review.

7%



7

ANSWER QUESTIONS IN ONLINE FORUMS

Marketing comes in many forms and a key one is simply getting your name out there.

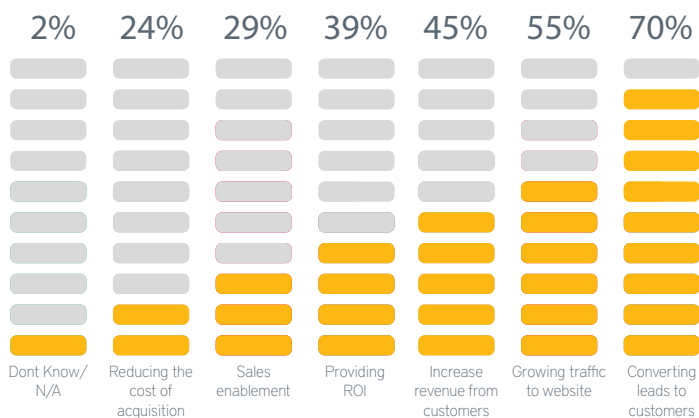
Providing helpful answers on question forums that are relevant to your business or enterprise is a subtle yet effective way to promote your business.

This is particularly true if your answers are upvoted or well received, as this demonstrates you know your industry well, which helps build trust. If you don't know where to start, Quora and Yahoo! Answers have questions across a range of industries and topics.

It's important to remember that being overly self-promotional in this format is unlikely to go down well. Make sure you stick to answering the question and avoid veering off into a sales pitch. Mention your business if it's relevant to your answer, but otherwise simply adding your company title as part of your signature should be enough to raise your exposure.

ACTION POINT: Choose one of these methods and start today with a recognition of where you're starting and where you want your business to be. Keep track of your wins and any challenges along the way and depending on your business, you will see consistency with these marketing efforts start to pay dividends.

WHAT ARE YOUR COMPANY'S TOP MARKETING PRIORITIES OVER THE NEXT 12 MONTHS?



TESTIMONIALS

“ EDUCATIONAL, SUPER CHARGED, INSPIRING BUSINESS BANTER



A recent catch up with Ben & Sam quickly turned into an educational, super charged, inspiring business banter where I left with a business plan that had me excited and homework to get it kick started.

These guys authentic passion and drive to seeing people succeed, mixed in with their extensive knowledge in running successful businesses is second to none.

Aloka Petra Canziani
D.O.S.E Cold Press Juices

“ EXTREMELY HAPPY WITH THE QUALITY OF OUR NEW WEBSITE



Ben & Sam have just built a new website for our organisation (Lachlan Macquarie Masonic Lodge). We are extremely happy with the quality of our new website, the attention to detail, and the 'feel' of the message within the site.

As a not-for profit organisation our focus is on the helping the community, we felt that it was important that our message should be strong and clear. In building our new website, Ben & Sam has achieved everything that we envisioned, and more!

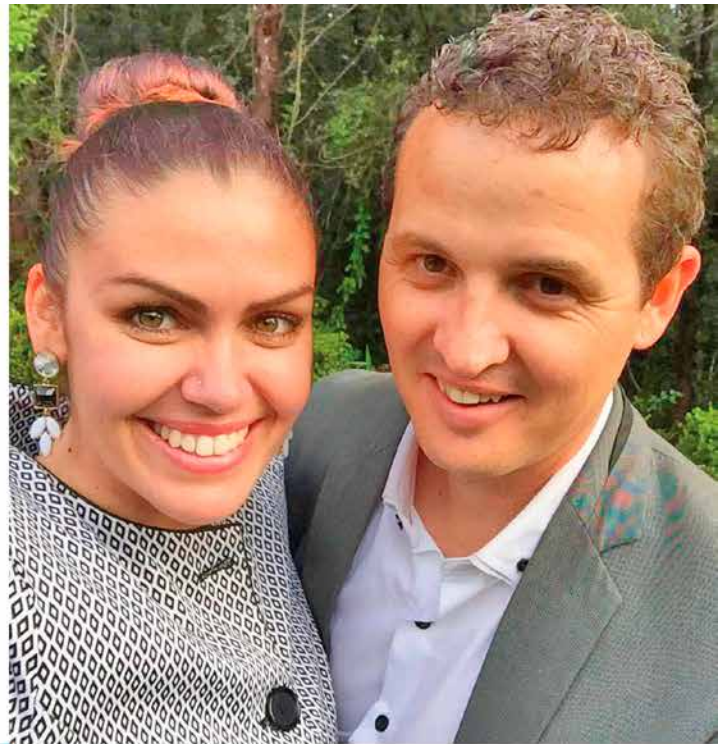
They did such a good job, they have even revamped my business website and I have referred many others. Well done to the Ben & Sam team.

Alan Williams
Lachlan Macquarie Masonic Lodge

GET A BETTER WEBSITE

Deliver the web experience your customers expect with a Ben & Sam better built website that works.

We work with you to develop an intuitive online presence that allows consumers to engage with your business easily & consistently.



HOW WE'LL GET YOU ONLINE

- ☒ **Tell us about your business**
We send you a survey that asks what you do, how you do it & what you'd like to see.
- ☒ **We build your site**
We help write the content, design it, build it, add all the SEO & refine it for you to review.
- ☒ **Approval and go live!**
Once you're truly happy with your new website, we'll hand over the keys & launch it to the world!
- ☒ **The support continues**
We're here to scale your investment as you grow & supply all ongoing maintenance & updates.

ABOUT US

Hi, we're Ben & Sam, a multiple award winning couple who specialise in creating easy to use business websites that not only look great, but get found first by Google. We build websites from just a few pages to entire platforms that integrate with all your existing systems.

Combining our business backgrounds in IT, design, art, marketing, training, management, leadership and retail to deliver you a product that helps generates a constant stream of new leads and get's your phone & till ringing.



Express

A variety of predesigned templates ensures a customised look with minimal cost.



Enhanced

More flexible & additional design options & enhancements allow for a more advanced web presence.



Ecommerce

Launch your product line to the masses. Full integrated shopping cart & online payment platforms.



Custom

A fully customised web solution designed for top Google rankings & to deliver on the promise of your brand.

**GREAT
VALUED
PACKAGES**



POWERFUL WEBSITE FEATURES WE PROVIDE



WE GET YOUR PHONE & TILL RINGING

We offer various methods to help you acquire customers and profit from your website investment.



WEBSITE FEATURES

We know that small business is the engine room of the economy. We want to provide you the tools for the best possible chance for success.



Reach Customers

Your customers are searching online and your website allows you to have up to date information about your products and services available to be found 24/7.



Professional Copy & Design

We take the points about your business you provide to create engaging copy writing and an over design that puts your businesses best foot forward.



Credibility

Your website represents the brand and service your business provides. and your customers will trust. You often only get one chance to secure a potential customer. A lack of presence or poor experience will turn customers away.



Google My Business

Start building your visibility in Google Maps and Google Search in your local community to get found first with our free listing on Google My Business.



Marketing

Your website allows you to promote your business, products and services with the use of features such as blogs, buttons, prompts etc. Use your website to grow your business and reach new markets.



Mobile Phone Call Button

We add a click to call button on every website. A small green button hovers on your mobile phone version of your website, prompting for direct phone calls from your visitors to your site so they act faster.



Easily Updateable

If you can use Microsoft Word, you can update your new website. We help and show you how to use this optional feature.



REPORTING & MONITORING

Receive monthly notifications and reports on the performance of your site. Dive into our advanced reports that are loaded with visitor data and strong visual charts. All explained in plain English to help you continually measure and improve.



Automated Email Campaigns

We provide and teach you how to market using effective email campaigns from your website.



WEBSITE MAINTENANCE

We help you support and maintain your new website investment with regular backups, software updates, security scanning, tweaks and content updates.



Online Reviews

We provide the system to automate and encourage happy customers to review your business on Google. Adding social proof to your listing.



SERVER HOSTING + GOOGLE MAIL

Secure website hosting on our servers in Sydney. Take advantage of the world's most secure and versatile email platform - Google's G-Suite.



Mobile Friendly

All our websites are responsive ensuring a mobile friendly experience for your customers accessing your site on the go.



SEO

We utilise smart Search Engine Optimisation throughout your whole site to generate business leads and sales enquiries. Use SEO to capture your widest audience in Google and across the internet.



Scalable

Built on WordPress, our platform can manage a few pages to tens of thousands of pages, meaning flexible growth for your business.

We've helped thousands of individuals, teams and businesses of all sizes boost confidence, find customers, generate leads, increase sales and exceed their goals using technology, accountability and profit-proven coaching.



Are you ready to take your business to the next level, but don't know where to begin? If so, we can help. Invest in yourself, your future and your legacy with expert coaching and customised business smart solutions. We specialise in helping you:

Specialising in helping you:

- Build and consolidate business basics into workable systems, services and succession.
- Achieve peak business performance personally, for your team and for your profits.
- Build productive next-level networking to attract, sustain and grow business effortlessly.
- Develop excellent speaking skills, including sharing insider speaking secrets to master for millions.
- Comprehensive online marketing services, including website builds, renovations, eCommerce, SEO and digital marketing.

Why choose Ben & Sam?

We are a multiple award winning couple who specialise in business and personal coaching.

We have a thirst for learning and have invested years and hundreds of thousands of dollars in self-education, professional coaching and business development so we can share it with our diverse portfolio of clients, who are based all over the world.

We combine our business backgrounds in IT, design, art, marketing, training, management, leadership and retail with our passion for personal development, Neuro-linguistic Programming (NLP) and soul searching. This gives us a multi-disciplinary toolkit that's packed with an interesting and exciting array of tools to share with you.

A true professional partnership

Learn and thrive with us! We love partnering with our clients to build successful, rewarding and profitable businesses. Our goal is to discover and implement real-world solutions for your problems that are workable and inspirational.

We're ready to help take your business to the next level.

Give us a call or send us a message:

– we'll be in touch with you to talk about what's on your mind. We love to answer your questions, hear your success stories and brainstorm your ideas!

Ben & Sam

What are You Waiting for?
**GIVE BEN & SAM
A CALL TODAY**



BEN & SAM

BEN & SAM BUSINESS SMART SOLUTIONS

benandsam.com.au | 0418 66 22 79 | +61 418 66 22 79