

How to Package & Promote Your Service Business



Part 2: Promote

1



BRANDING WITH A CAPITAL B

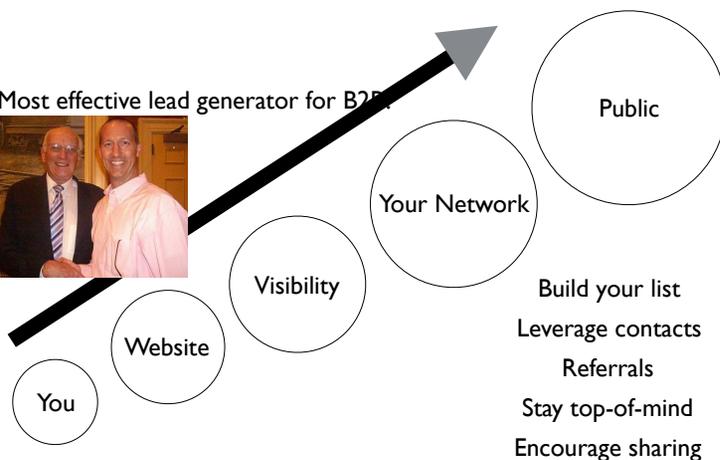
What do you stand for? Visual Brand. Messaging.

Humans of New York
New York Times

2

GROW REPUTATION & RENOWN

Most effective lead generator for B2B



3

WEBSITES ARE THE BEATING HEART

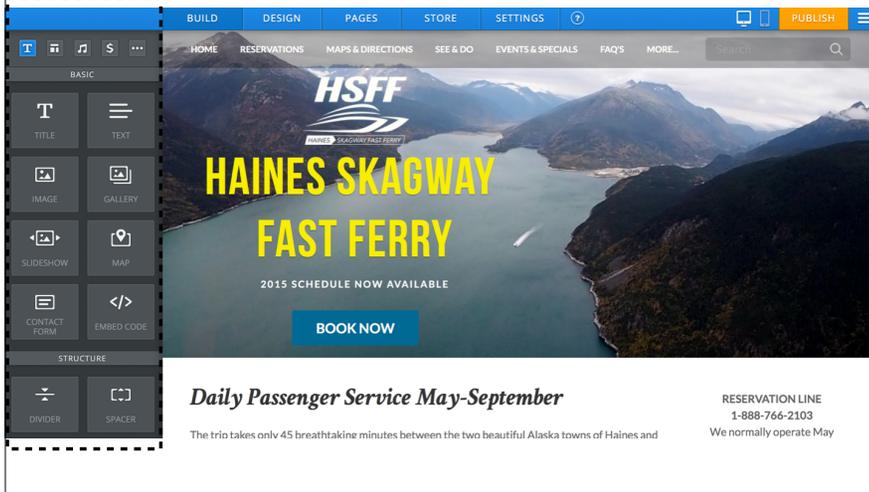


BUT YOU'VE ONLY GOT 8 SECONDS



4

TECHNOLOGY SAVES TIME & PROVIDES CONTROL



5

DON'T SELL THE CATEGORY



6

MAKE YOUR CASE VALUE IS IN THE MIND OF THE CUSTOMER



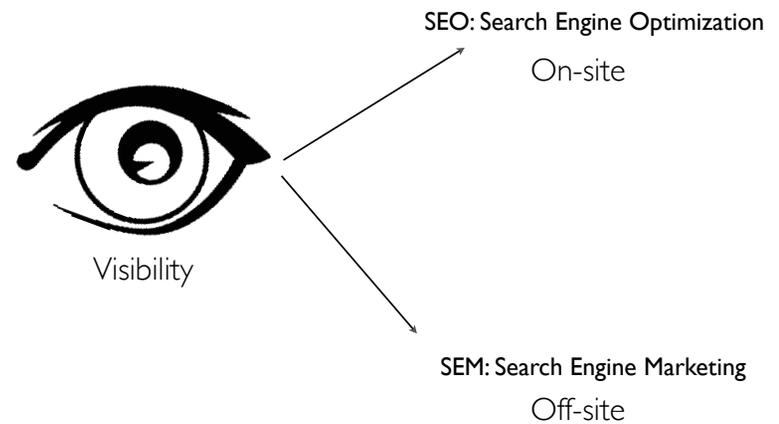
Education and Experience

- Appearance
- Your Process
- Performance
- Publicity/Rep
- Portfolio



7

HELP SEARCH ENGINES FIND YOUR SITE



8

SEO: ON-SITE



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN
<html xmlns="http://www.w3.org/1999/xhtml" >
<head id="ct100_Head1"><title>
Strut the Pup pet care - Dog Walkers Seattle | Pet Sittin
</title><meta http-equiv="content-type" content="text/html; c
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "h
document.write(unescape("%3Cscript src=" + gaJsHost + "googl
</script>
<script type="text/javascript">
try {
var pageTracker = getTracker("UA-9689996-1");
pageTracker._trackPageview();
} catch(err) {}</script>
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<form name="aspnetForm" method="post" action="Home.aspx"
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<input type="hidden" name="__EVENTTARGET" id="__EVENTTARGET"
<input type="hidden" name="__EVENTARGUMENT" id="__EVENTARGUME
<input type="hidden" name="__VIEWSTATE" id="__VIEWSTATE" valu
</div>
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if (theForm) {
theForm = document.getElementById("aspnetForm");
function doPostBack(eventTarget, eventArgument) {
if (!theForm.onsubmit || (theForm.onsubmit() != false)) {
theForm.__EVENTTARGET.value = eventTarget;
theForm.__EVENTARGUMENT.value = eventArgument;
theForm.submit();
}
}
//]]&gt;
&lt;/script&gt;</pre>
</div>
<div data-bbox="254 493 266 509" data-label="Text">
<p>9</p>
</div>
<div data-bbox="542 103 884 181" data-label="Section-Header">
<h1>WORK YOUR ECOSYSTEM ON AND OFFLINE</h1>
</div>
<div data-bbox="514 190 903 479" data-label="Diagram">
<img alt="A circular diagram with three arrows forming a cycle. The text around the cycle includes: 'Win loyalty', 'Build reputation', 'Get referrals', 'Turn Word-of-Mouth into a Shout', 'Meet or exceed expectations', 'Gain trust', and 'Make the pitch'. To the right, a man in a suit is shouting into a megaphone."/>
</div>
<div data-bbox="700 493 723 510" data-label="Text">
<p>10</p>
</div>
<div data-bbox="193 562 327 600" data-label="Section-Header">
<h1>LINK JUICE</h1>
</div>
<div data-bbox="64 621 453 891" data-label="Diagram">
<img alt="A diagram titled 'LINK JUICE' showing a central cluster of orange slices. Lines radiate from the center to eight points labeled A through H, representing different links or sources of traffic."/>
</div>
<div data-bbox="252 930 269 948" data-label="Text">
<p>11</p>
</div>
<div data-bbox="525 639 694 713" data-label="Section-Header">
<h1>EASY START: DIRECTORIES</h1>
</div>
<div data-bbox="529 723 688 800" data-label="Text">
<p>General: DMOZ, Axcion<br/>
    Specific: Houzz, Remodelista<br/>
<b>Free only:</b> unless working</p>
</div>
<div data-bbox="712 548 920 894" data-label="Image">
<img alt="Screenshot of the ODELISTA website. The page features a search bar for 'Design Firms' and a list of services offered, including 'Architecture', 'Interior Design', and 'Landscape Architecture'. There are also social media sharing buttons and a list of featured firms like '2Michaels' and 'AMPS Architectural Design'."/>
</div>
<div data-bbox="700 930 723 948" data-label="Text">
<p>12</p>
</div>
<div data-bbox="565 953 971 975" data-label="Page-Footer">
<p>Package_and_Promote_Services_90_p2_SBA - September 21, 2016</p>
</div>
```

THE SOCIAL CONNECTION



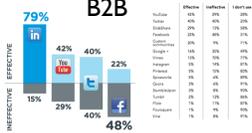
Choose the Right Sites

Create Content by Being Social

Search Engines Find It

SOCIAL MEDIA FOR LEAD GENERATION

Average social networking platform LinkedIn takes the lead and is rated "effective" by 79% of B2B marketers. Facebook follows at 42% and Twitter and YouTube are equally "effective" with Facebook receiving the highest "effectiveness" rating of 48%.



Posts
Conversations
Evangelizing
Interactions
Content

Spiders and bots,
Oh my!

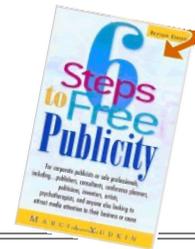
13

IF YOU'RE SPENDING 20% OF YOUR WEEK ON SOCIAL MEDIA, YOU SHOULD BE GETTING 20% OF YOUR WEEKLY TRAFFIC FROM IT.

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	Awareness	Engagement
Audience	Doesn't know you Not in your networks	Knows You In your networks
Objective	Drive traffic to website	Comments Conversations Sharing
Social Tactics	Join networks/groups Attract bloggers Comment on blogs Get reviewed	Posts on social networks

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CONTENT MARKETING

Getting the Word Out

Your Content/
Contributions

Calls to
Action

Landing Pages/
Forms

Analytics

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Linkbait

- * Content on your website that other websites want to link to...
- * ...and people want to share
- * Regularly publish fresh and interesting content; useful, helpful, opinionated...
- * ...blog posts, articles, resource pages, tools, widgets, polls, surveys, contests, podcasts, etc.
- * Make it easy to share with buttons and links



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PUBLISH

Where Your Audience is Looking for Answers

QuickBooks
Docstoc
We Make Your Business Better

Search documents and resources

DOCUMENTS & VIDEOS | BUSINESS TOOLS | UPLOAD

PREMIUM DOCUMENT LIBRARY

CUSTOMIZABLE LEGAL FORMS

ONLINE LEARNING COURSES

EXPERT ARTICLES & VIDEOS

MAKE YOUR BUSINESS BETTER

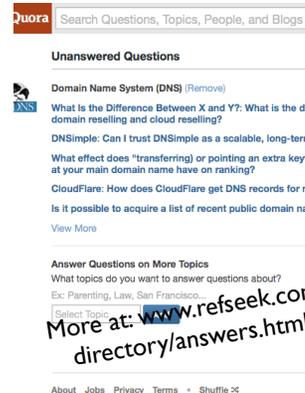
Discover the best professional documents and content resources to help start and grow your business

GET STARTED

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Answer Questions

- * Follow Yahoo! Answers, Quora, etc. to figure out unanswered questions
- * Create a page that answers those questions
- * Every time it comes up, send people to that page



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Landing Pages

One Call to Action, Not Part of Main Navigation

Link from ads, SM, etc.

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Register now for Crikey Daily Mail, a unique mix of news, commentary and leaks including:

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Email *

START MY FREE TRIAL

We never share your personal information

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Generate Leads

Goal	Motivation	Compel	Convince
(low-high involvement)	Discounts, freebies, offers, events and contests	Set expectation	Provide an incentive:
FB Like	Connection (you/friends)	Communicate benefits	Free downloads: apps, tips...
Newsletter Signup	Entertainment		Access to...
Email Contact	Product/Company News		
Call	Answers		
Sell	Engage with you		

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Track Results

Stickiness	Returning visitors, time spent on page, visit length, visit depth, page views
Promotional Results	Landing page visitors, unique visitors, new visitors, referrers
Lead Potential	Downloads, time spent on site, opt-ins/registrations, contact page rejects, leads-to-close ratio

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CASE STUDY

Manta Post

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Source ?	Acquisition			Behavior		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	857 % of Total: 13.61% (6,298)	81.21% Avg for View: 86.92% (-6.56%)	696 % of Total: 12.71% (5,474)	71.41% Avg for View: 81.22% (-12.07%)	1.77 Avg for View: 1.49 (19.04%)	00:01:22 Avg for View: 00:01:01 (35.10%)
1. t.co	221 (25.79%)	90.95%	201 (28.88%)	61.09%	1.96	00:00:57
2. community.manta.com	166 (19.37%)	80.72%	134 (19.25%)	74.70%	1.52	00:01:27

1.3% OF MANTA 13,043 VIEWS

AWARENESS QUALITY

RESULTS

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You	Website	Website Visibility	Network	Public
Competencies	Focus on strengths	Webmaster Tools	Leverage social networks	Publish
Differentiation	Great content	Build links	Stay connected with email tools	Advertise, only as nec.
Packages	Optimize			

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