

Going Online Local

Local Business Series: Book 1

The Ultimate Guide to Digital Marketing for Small Business



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GUIDE OVERVIEW



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Are you a small business owner struggling to keep up with the rapidly evolving online digital landscape? Do you want to learn how to effectively market your business online and increase your revenue?

Look no further than this Guide, "Going Local: The Ultimate Guide to Digital Marketing for Small Businesses."

Why You Need This Course

Many local businesses try their hand at some form of online marketing.

- They set up a website hoping customers will come
- They make an effort at social media hoping for leads and followers
- Some may run social media ads
- Most don't have a proper Google My Business Profile

In the end most do not get the consistent results they seek in building their online brand and generating leads to their target market.

The critical mistake? The starting point. The missing piece is the foundation needed to successfully use online digital marketing for their business.

We created this comprehensive guide to provide you with a road map & practical tips, and real-world examples. You have step-by-step guidance to help you succeed in today's digital age.

This Guide provides you with up-to-date information & recommendations. This includes action steps and the latest from digital marketing experts. Also, my extensive experience with small business marketing. You will find resources and references listed at the end of this guide.

BONUS ONLINE TRAINING

This program includes Access to a comprehensive online training and development program. You will receive private access to the online training portal via email.



Lets look closer at "why local business online marketing."

The critical mistake? The starting point. The missing piece is the foundation needed to successfully use online digital marketing for their business.

How my experience is important to helping any local business grow through online digital marketing.

Why am I qualified to address these issues? In 2010 I retired from corporate marketing . I had uncovered the world of Online Digital Marketing that was taking hold. I could see how important this marketing could be to the local business.

Having been a local financial service business myself where it created, managed and built local service businesses it was very clear to me how online marketing could fit into the strategies for a local company. Combined with 14 years as a senior manager in a large financial company, where I worked hand-in-hand with experts in business marketing, I became aware of how online digital marketing could be used to promote services and products online.

I worked closely with senior marketing people to implement online strategies. Yes, this was a large corporate business, but I soon realized the basic principles of online digital marketing applied to local businesses as well. In 2010 I enrolled in advanced course in online market, learned how to build websites that were SEO optimized for search engine ranking, integrated social media marketing and advertising.

It became clear that the small and mid-size local businesses would leverage online digital marketing to grow their business.



Consulting with Local Business Clients

Once I was immersed in all aspects of online digital marketing, local businesses were referred to me. I provided online digital marketing services, training and coaching and helped to build their online marketing presence.

This hand on consulting with local companies allowed me to refine the steps a local business can take to build their online brand, generate leads and customer relationships. This led me to the concept of creating very specific training resources and online learning so a local business could build the right foundation and then select specific training that would fit where they were and what they could afford.

This resulted in our Going Online Local training series. My knowledge and experience and hands of consulting with local businesses to provide access to training and coaching step by step.