Digital Marketing Best Practices For Local Visibility

Webinar • DTBP SEO Boost

OVERVIEW ● LOCAL VISIBILITY

For local businesses, integrating all digital channels – including local SEO, organic social media, PPC (aka paid search), and paid social advertising – is crucial for establishing an omnipresent online presence. A holistic approach ensures that **businesses are visible and accessible to potential customers at every stage of the funnel,** from awareness to conversion.

By leveraging a combination of these channels, local businesses can **create a cohesive and seamless experience for users**, ultimately **driving engagement, loyalty, and conversions.**

Components of Local Visibility
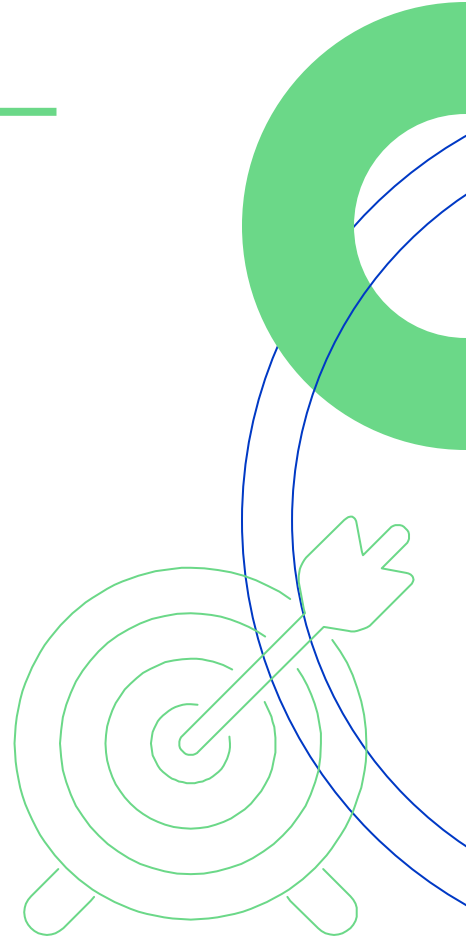
No. 1
LOCAL SEO

No. 2
ORGANIC SOCIAL

No. 3
PAY-PER-CLICK (PPC)

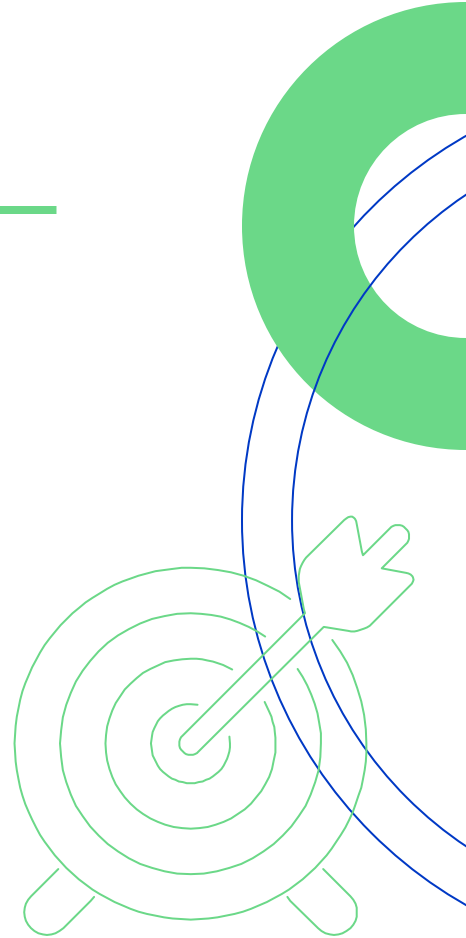So… how important is your digital visibility, anyway?

99.5%

of people turn to the internet
to research before purchases

Recap → Local SEO

STRATEGIES & TACTICS FOR GETTING SEEN

What are we looking at?

Why is it important?
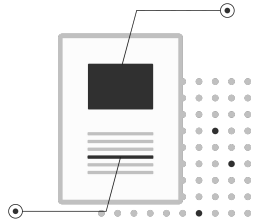
The Three Pillars of SEO

No. 1 → SITE CONTENT

No. 2 → SITE AUTHORITY

No. 3 → SITE PERFORMANCE
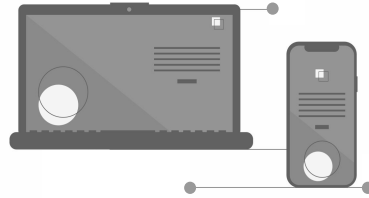
SEO • The Three Pillars of SEO

SEO PILLAR No. 1

CONTENT

Engaging relevant
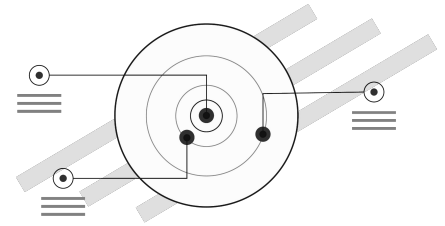content crawlable
by search engines

SEO PILLAR No. 2

PERFORMANCE

Mobile and desktop
speed, accessibility,
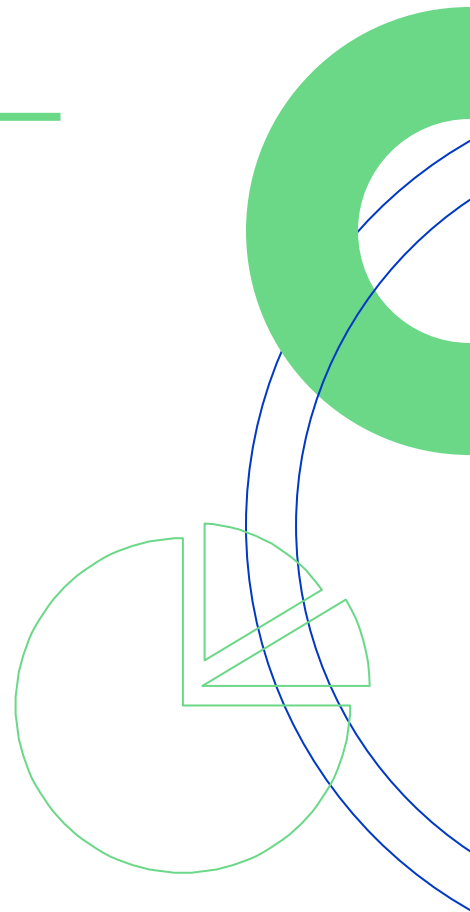UX functionality

SEO PILLAR No. 3

AUTHORITY

Directory listings
and organic link
development

Diversify Your Search Visibility

- Claim any local directory listings possible (DTBP, BWCT, CoC)

- Worksheet of other directory listings to claim

- Other directory platforms to explore:

  - **GBP** proves you're legitimate!

  - **Yelp** –a free listing on this platform will encourage lovers of this platform to rate, review and share photos of your offerings.

  - **YellowPages/DexKnows** – phone books for the digital world

  - **BBB Ratings** – trusted businesses, ratings and reviews

  - **HomeAdvisor/Angi** - ratings and reviews for home improvement niche

 - **OpenTable/UrbanSpoon/Zomato** – for the foodies

Best Practices

- Keyword optimize on and off-page content

- Run regular site performance checks

- Consistent NAP Info across all directory listings

- Regularly update and optimize your Google Business Profile

- Reach out to your warm network to acquire backlinks and reviews

- Create a new citation, listing, or backlink every [month/quarter]
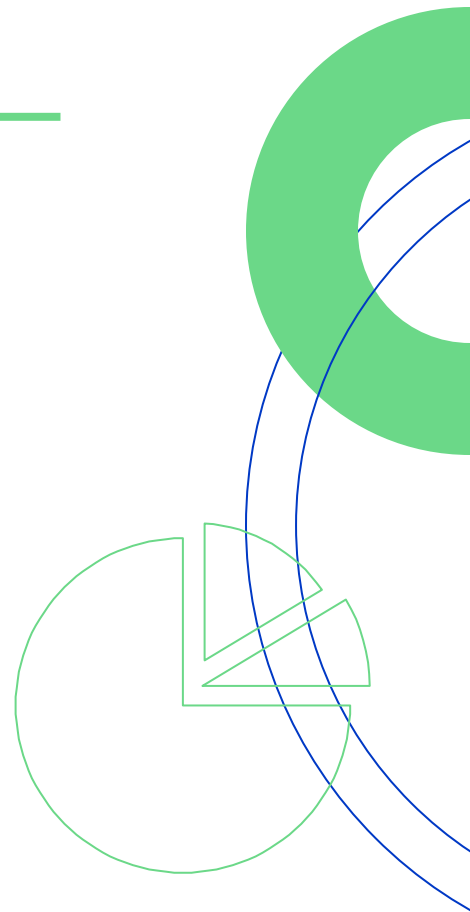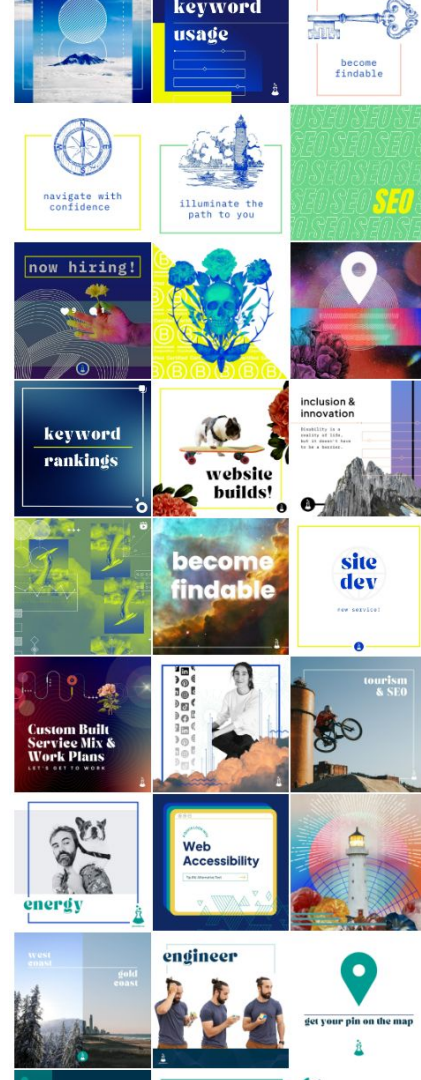
Organic Social

TACTICS FOR AUTHENTIC ENGAGEMENT AND GROWTH
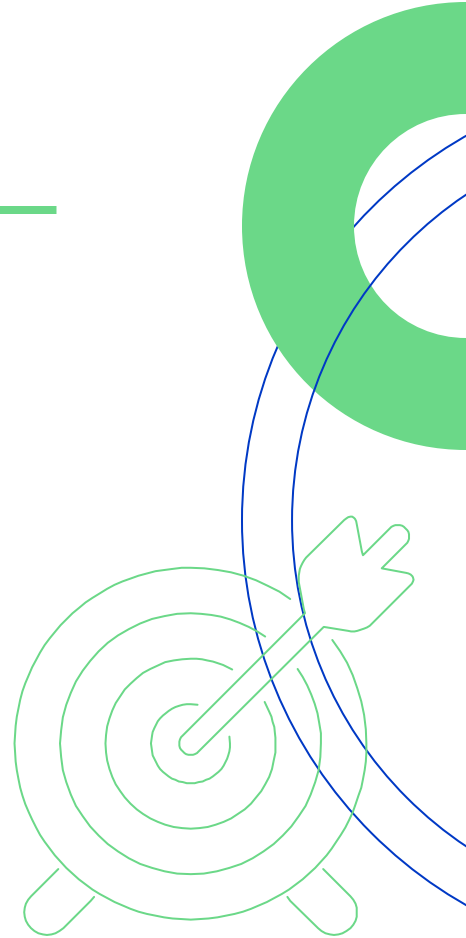
ORGANIC SOCIAL ● **OVERVIEW**

- Outside of your website, this is likely users' first-look at (and first impression of) your brand.

- Things you <u>want</u> for your profile:

  - For it to look active (organized, and not like a robot)

  - Up-to-date contact information

  - Entertaining, and/or educational content

  - Attractive creative & inviting copy

  - Authentic engagement

  - LinkTree with website link, and/or links to other important places your business has a presence on (such as other social platforms or a link to Google Reviews)

- At first glance, visitors should know who you are, what you are about, and how to connect with you.
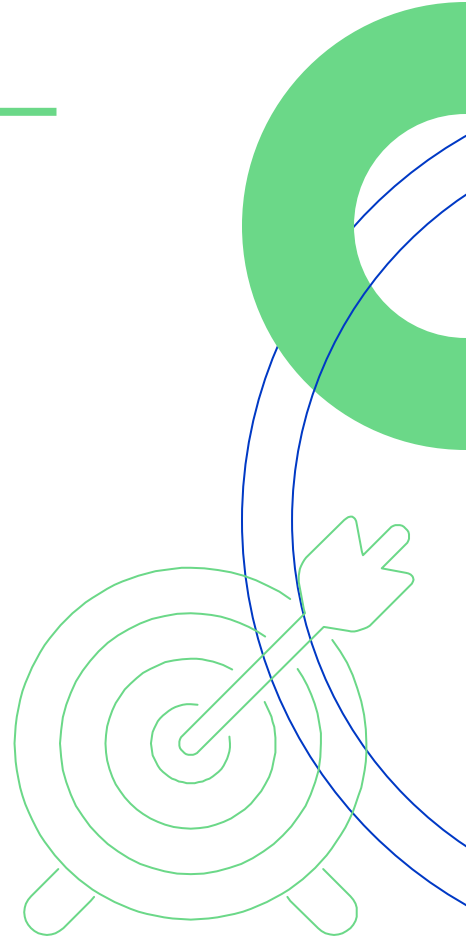
So... how important is social media, anyway?

74%

of consumers rely on social
media to make buying decisions
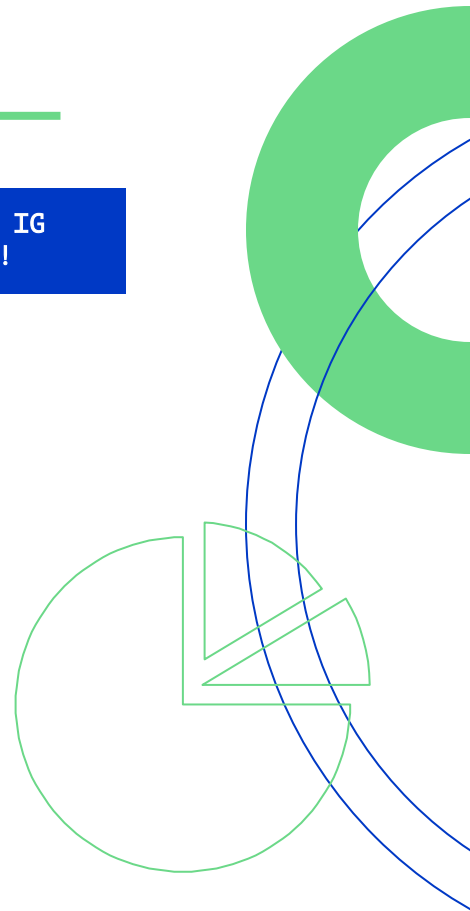
ORGANIC SOCIAL ● **OVERVIEW**

META (B2C)

Note: Make sure your FB & IG business pages are linked!

- Reach people from all walks of life.

- Massive audience size potential → more than 2 billion people use FB daily!

- Meta platforms are such an omnipresent part of most people's lives that they are accessing the apps – and discovering new brands – on a daily basis.

LinkedIn (B2B)

- Reach decision makers and professionally-driven audiences.

- Over 830 million users worldwide.

- LinkedIn holds a primed lead pool of employers, employees and business enthusiasts, who trust the content they see.

Other Platforms

- **Pinterest** is "for planners" – any business that offers visually appealing products, services, or content, can leverage this predominantly female user base.

- **TikTok** – a generally "younger" audience, this platform feeds on engaging, entertaining, and visually captivating video content. Memes and viral trends are birthed here. Great for local.

- **Reddit** – primarily functions as a thought leadership space for communities. Post valuable insights, participate in meaningful discussions, and engage authentically to boost your credibility and digital presence.

Keep these in mind if you plan to run any Paid campaigns, too!
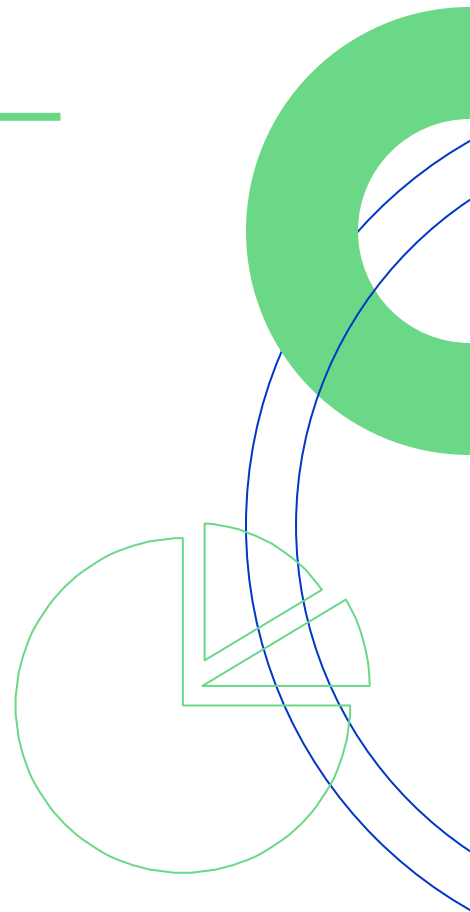
Mine Social Media for Hashtags

1 IDENTIFY
Use in-platform search function to find posts using hashtagged terms and gauge their relevance

2 ORGANIZE
your collected hashtags into categories you may find yourself referencing often (eg. product, event, brand, or team-specific hashtags)

3 DEPLOY
your hashtags! Be sure to create a hashtag for your brand or campaign to generate buzz, monitor engagement and track performance over time
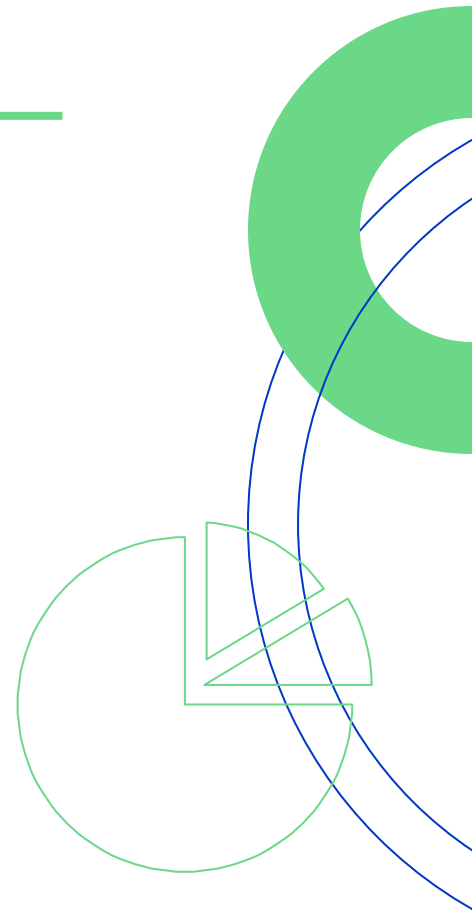
Build a Customized Content Calendar

1 — **IDENTIFY**
Dates, seasonal themes, events, partnerships, products, and services that you can storytell on social media.
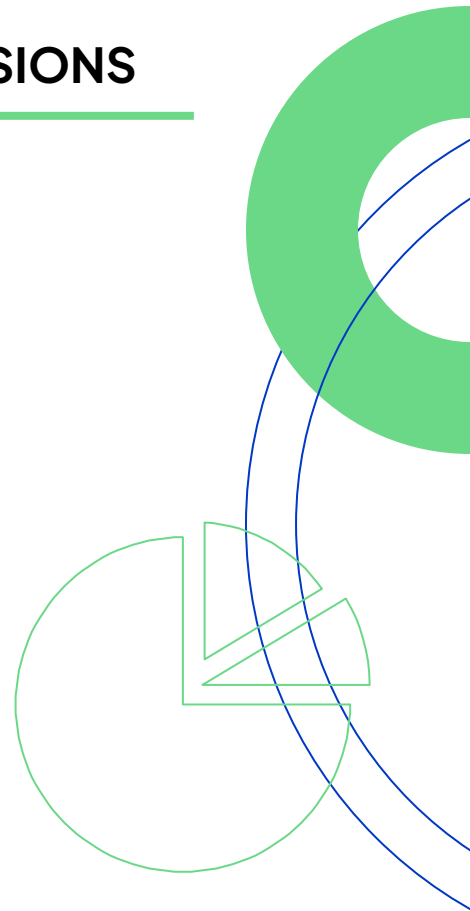
2 — **ORGANIZE**
Collect or create visual assets that work for your branding, draft captions, research relevant hashtags. Keep everything organized! Simple or complex → it doesn't matter!

3 — **DEPLOY**
Go live with your content! Remember to tag your collaborators and community partners to strengthen the opportunities for engagement and cross-promotion.
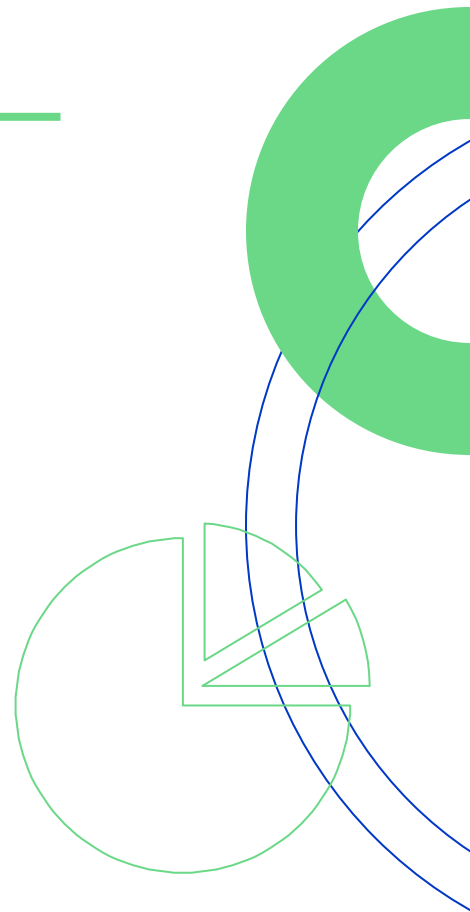
Best Practices

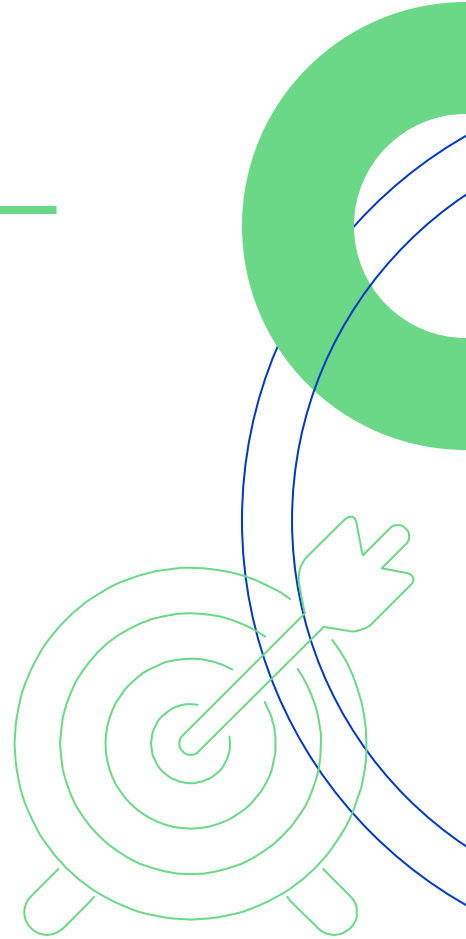- Posting cadence and content planning

  - Consider your industry and *where* in their customer journey SM users are meeting you. This will guide your strategy.

- Keyword optimize everything!

- Tag & collab

- Ongoing Engagement

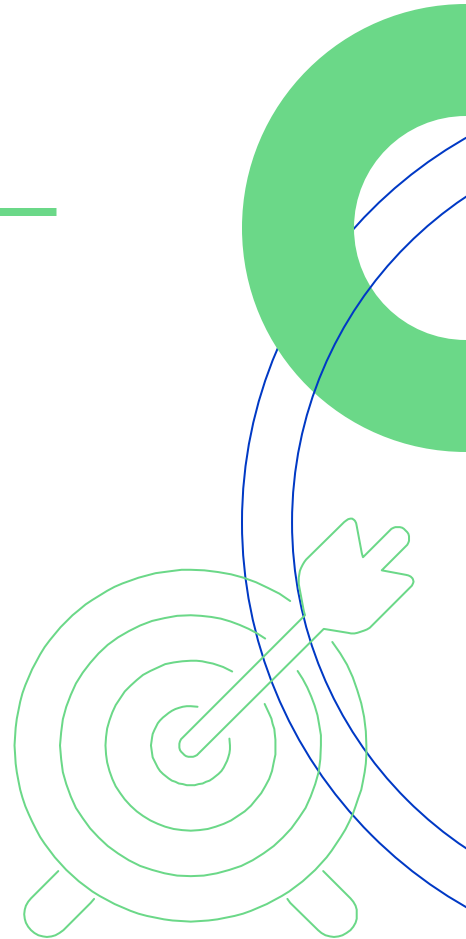*We made an easy-to-follow content calendar template for you to use!*

PPC

LEVERAGING AD SPEND TO MAXIMIZE ROI

Paid Search

ENSURING YOU'RE AT THE TOP OF PAGE ONE

PPC ● **PAID SEARCH** (aka Google Ads)

Types of Search Ads

- **Google Ads →** *(check the appendix for some helpful blog posts!)*

  - Ad Grant – Google offers up to $10K per month in free ad spend to qualifying 501(c)3 nonprofit organizations

  - LSAs – get your business's service listing to the top of page one

  - Youtube Ads – run your video ads on Youtube videos

  - Display Expansion Network – your result can appear on hundreds of other websites' search results with this feature

- Bing Ads

- Amazon Ads
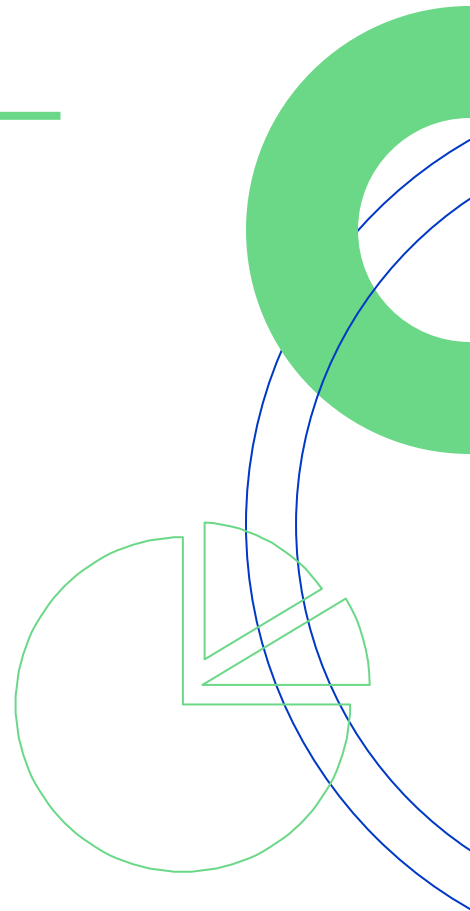
PPC ● **PAID SEARCH** (aka Google Ads)

How to Run an Ad Campaign

- Campaign Objective

- Campaign/Ad Group nomenclature

- Audience & GeoTargeting

- Keyword choice

- Headlines, Descriptions, Landing Page URLS, Extensions/Assets

- Conversion tracking

- Each platform will be slightly different, but likely require the same info
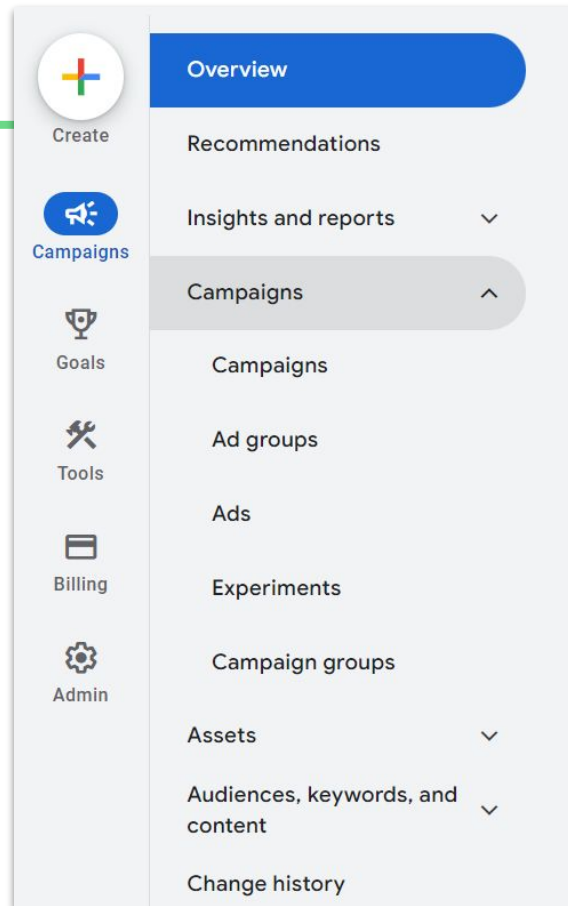
How to Use Google Keyword Planner

1

IDENTIFY
Use the "Keyword Ideas" function to find keywords. Assess for relevance and estimated costs.
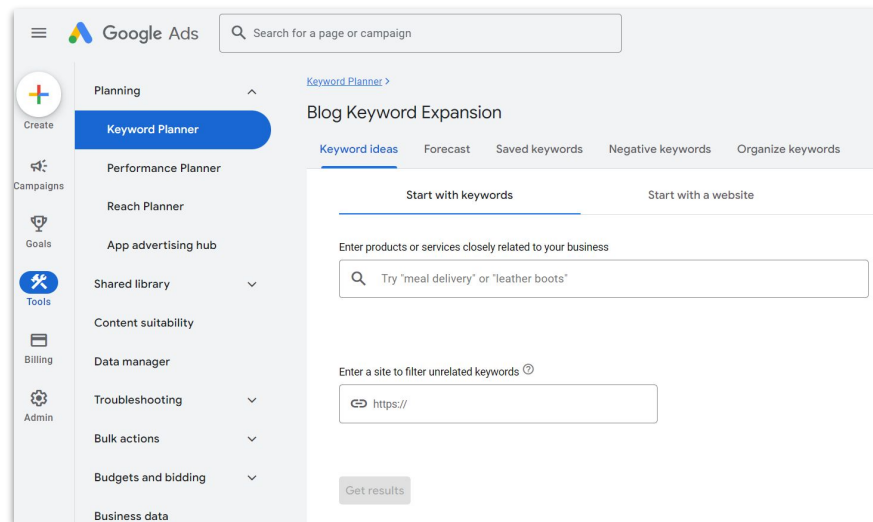
2

ORGANIZE
your keywords by category, campaign, or ad group. Get them ready to add to your GAds account!

3
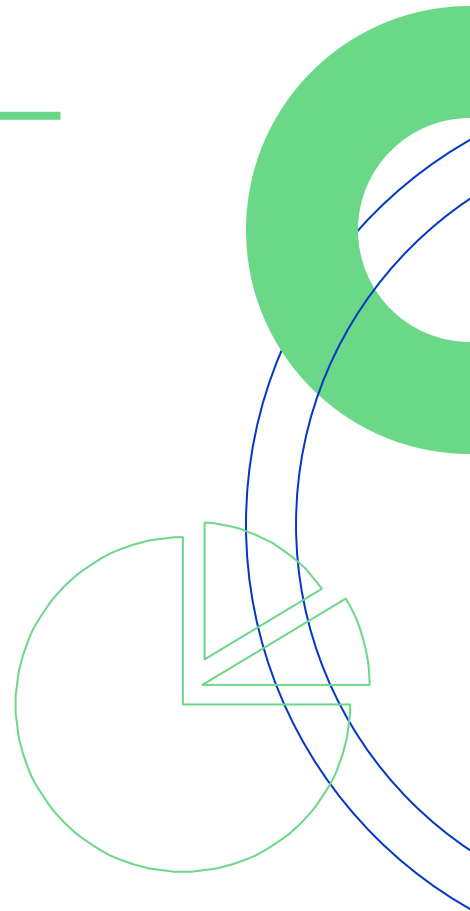
DEPLOY
Add your keywords to your ad groups! Ensure your geotargeting is correct, and create/update ads to best-fit the keyword set.

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PPC ● **PAID SEARCH** (aka Google Ads)

How to Maintain your Ad account

- Review Google's recommendations

- Review any disapproved ads

- Check-in on conversion tracking, add conversions as needed

- Add keywords, pause underperforming keywords

- Add additional assets (images, sitelinks, etc.)

- Review and update audiences if needed

- Create new ads, ad groups + campaigns as needed
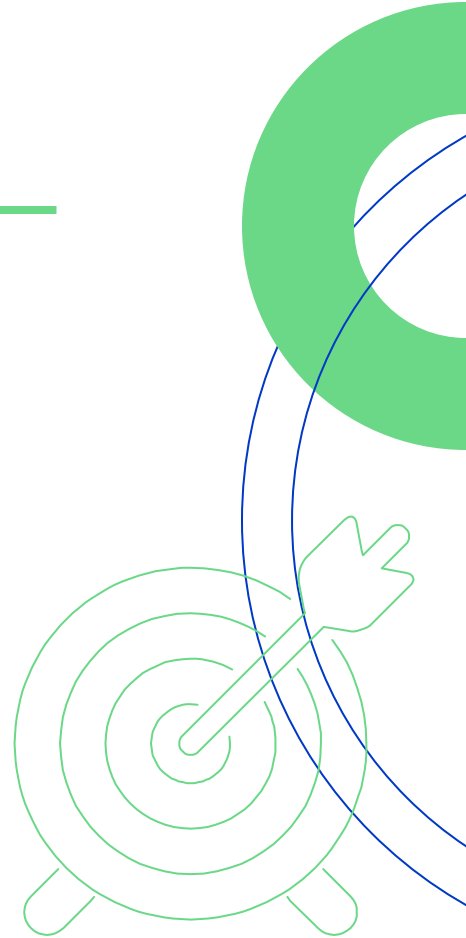
Best Practices

- Organization, Nomenclature → Keep it Tidy!

- Frequent, light touch changes to account are more effective than a heavy lift all at once

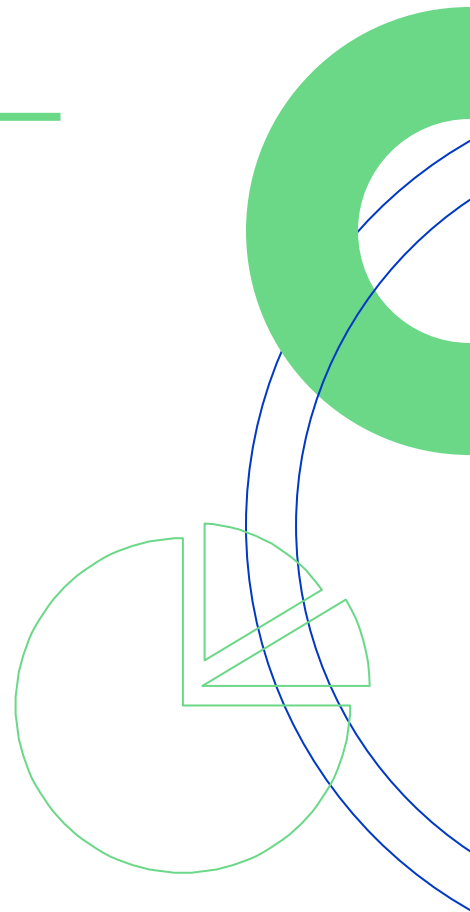- Check and act on any Google recommendations each time you check your account – the platform "rewards" your engagement.

- Perform regular maintenance (see "[How to Maintain your Ad account](#)") every 1–2 weeks if possible

- Use the Keyword Planner and Forecast tools to project ad spend on future campaigns and optimize current ones

Paid Search FAQs

FREQUENTLY ASKED QUESTIONS

How can I track performance?

- Set clear goals and objectives from the get go (SMART!)
- Choose relevant metrics to measure performance
- Get comfy on the ad platform
- Implement conversion tracking
- Monitor audience and keyword insights and adjust targeting as needed
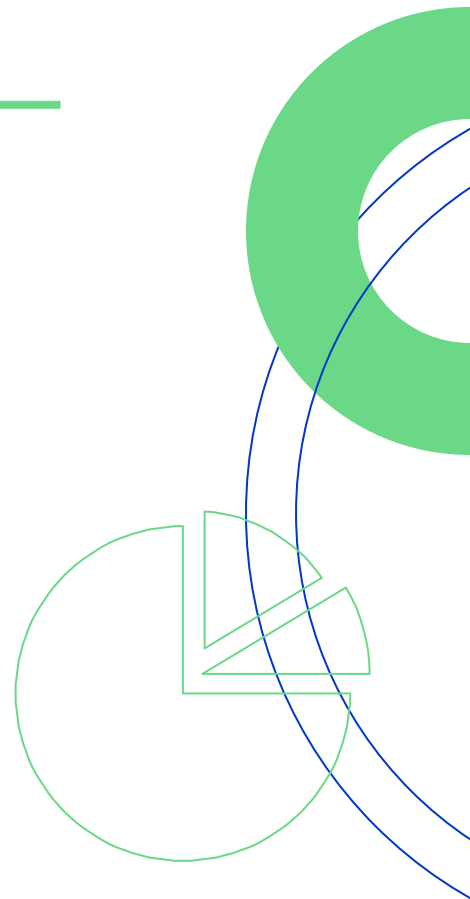- Employ A/B testing, experiments, etc.
- Use "Compare" feature to review metric changes over time

What about ad budget for each platform?

- Entirely industry dependant, but here are some loose benchmarks:
    - Average CPC on Google: $2–4
    - Average CPC on Amazon: $0.91
- The most expensive keywords are ones for industries that have high customer lifetime values, like law, insurance and HVAC. Those can run up to $25–50 or more per click.
- Average small-to-mid-size businesses spend anywhere from **$1–10k per month** in Google search campaigns, depending on industry, objectives, and targeted locations.
- Amazon advertisers recommend starting campaigns out at **$5–10 per day,** and adjusting budget over time.
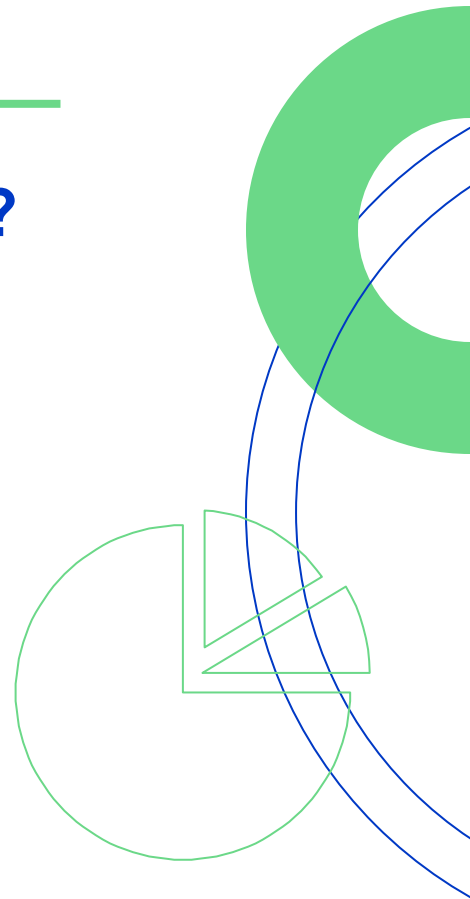
Paid Social

OMNIPRESENCE IN THE SOCIAL MEDIA LANDSCAPE
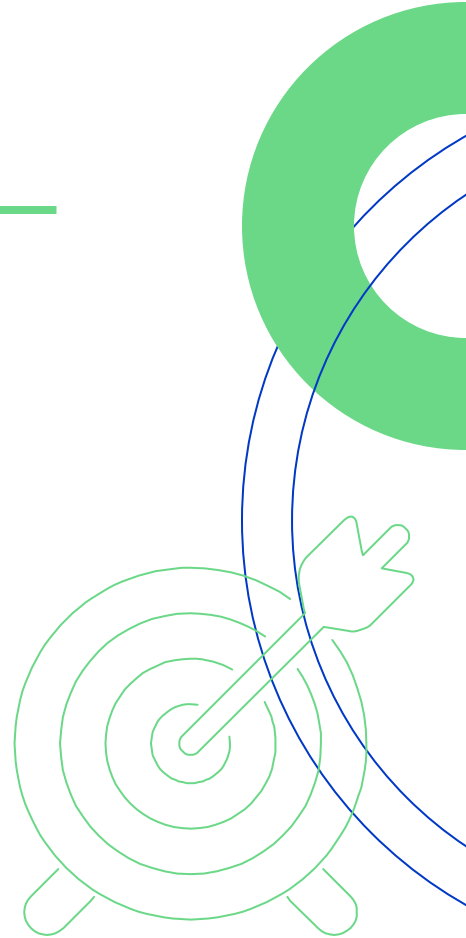
Types of Social Ads

- **Meta (FB, IG, WhatsApp) Ads**

- **LinkedIn Ads**

- Pinterest Ads

- Reddit Ads

- TikTok Ads

Post Boosting vs. Campaign Creation
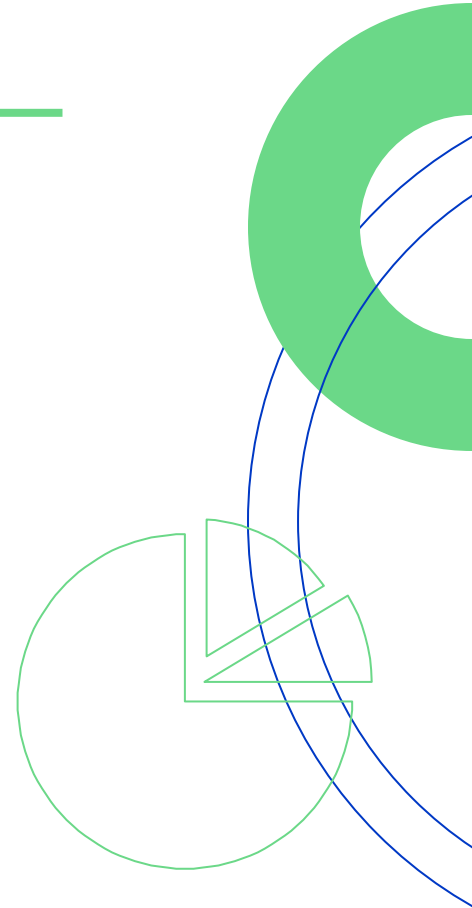
How to Run an Ad Campaign

- Campaign/Ad Group nomenclature (varies by platform)

- Audience & GeoTargeting

- Ad Creative

- Ad Copy

- Optimization Features

- Conversion tracking

- Each platform will be slightly different, but likely require the same info

Intellitonic's Ad Acco... ⌄
509469412 **Active**

🧭 Plan
📢 Advertise
⚗ Test
📊 Analyze
💡 Recommendations

🔺 Assets
⚙ Account settings

🖼 Company page
in Business Manager

∞ Meta
Ads Manager

🧪 Intellitonic ▼

😊 Account Overview
▦ **Campaigns**
📑 Ads Reporting
👥 Audiences
🖼 Ad account settings
💰 Billing & payments
☰ All tools
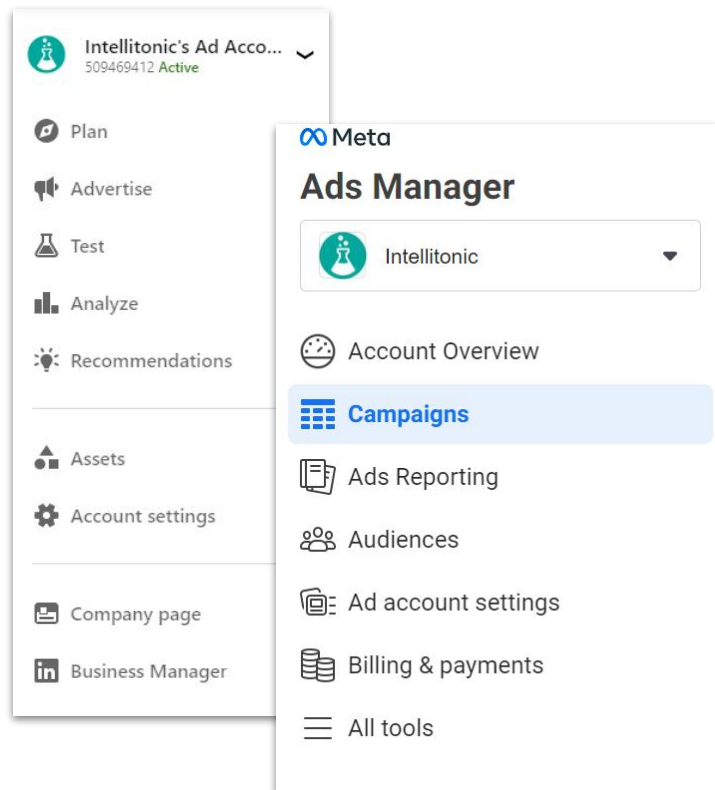
How to Maintain your Ad account

- Request review of any disapproved ads

- Turn ads and ad sets on/off depending on performance

- Check-in on your conversion linker

- Upload any customer lists (recommended >1k people)

- Create new ads, ad groups + campaigns as needed

- Test out any new optimization features you think will work for you

Best Practices

- Organization, Nomenclature, Keeping it Tidy

- Frequent, light touch changes to account are more effective than a heavy lift all at once

- Check and act on any [Meta] recommendations or new optimization features each time you check your account. Platforms "reward" for engaging with it.

- Perform regular maintenance (see "How to Maintain your Ad account") every 1–2 weeks if possible

Paid Social FAQs

FREQUENTLY ASKED QUESTIONS

How Does Influencer Marketing Work?

- Can be contracted via Agency or Individual

- Find your influencer, build relationship, negotiate terms

- Influencer creates content

  - Sponsored posts, product reviews, tutorials, giveaways, or endorsements.

- Influencer publishes to their profile + promotes across agreed upon channels

- Business monitors performance and engages audience via responses

- Measure ROI after campaign completion

This is an investment - be clear on your goals before starting out!

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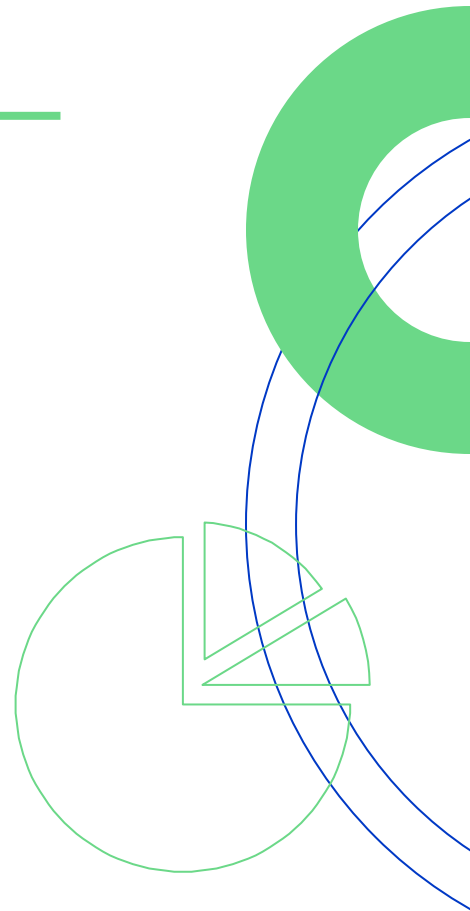
What is UGC? Why is it important?

- UGC = User-Generated Content

- It's important because:

    - Perceived to be more authentic & trustworthy

    - Creates a sense of community (engagement)

    - Offers content variety

    - Acts as social proof via reviews & testimonials

    - Can be more cost-effective than in-house production

What's the recommended budget for each platform?

As with most things in marketing, **it depends on many different factors** including overall audience size, locations of audiences, number of campaigns, campaign types, number of ad sets per campaign, number of ads in each campaign,various other targeting parameters (interests, demographics, etc.)
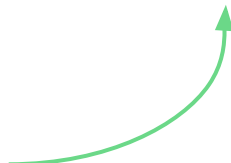
Check out our general platform recommendations on the next slide →
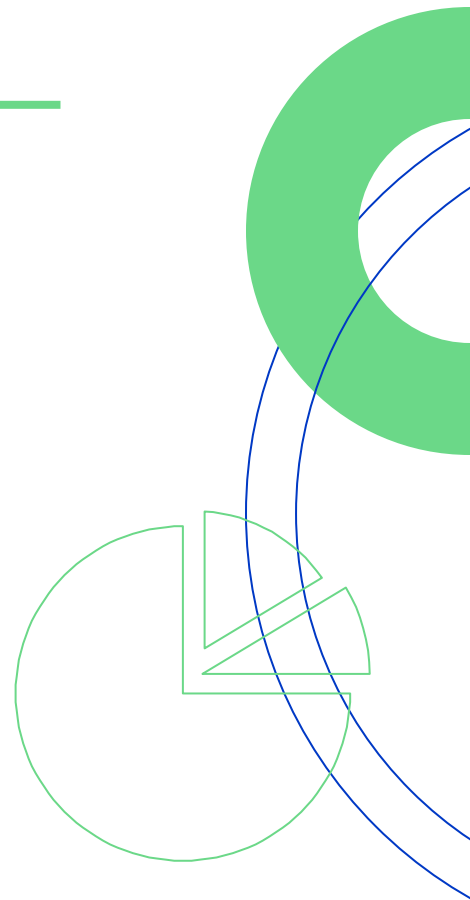
FAQs ● **Question #3**

Platform	Summary	Recommended Min. Ad Spend
Meta	Omnipresent B2C messaging to maximize conversions for any campaign objective	$200 per campaign per month
LinkedIn	Build strong B2B brand recognition, credibility and trust by targeting niche professional audiences	$750 per campaign per month
Pinterest	Leverage mix of branded and non-branded creative tailor-made for seasonal trends to yield high conversions	$500 per campaign per month
TikTok	Foster engaged communities and high CTRs by posting entertaining and high-impact organic video content	$500 per campaign per month

Note: Retargeting campaigns require less ad spend
due to narrower audience sizes!

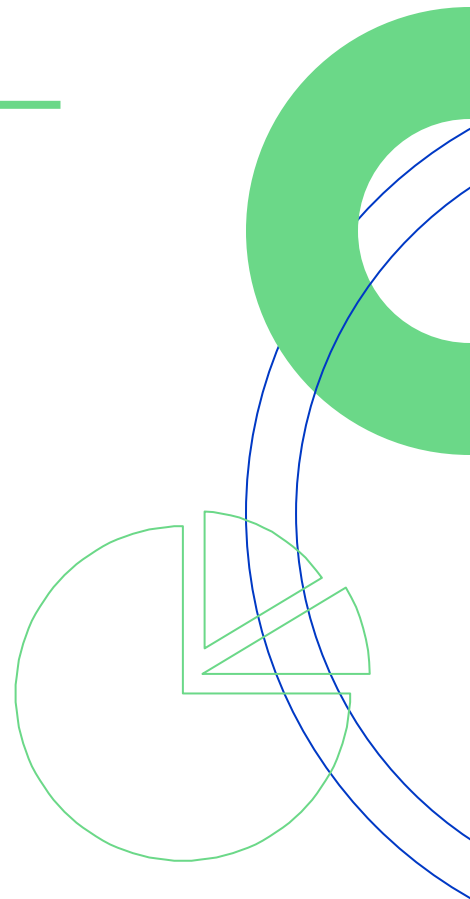# How can I see what my competitor's ads look like?

Most platforms have an archive of all paid ads. Here are the links for your reference:

- [Meta - Ads Library](#)
- [LinkedIn - Ads Library](#)
- [Pinterest - Ads Repository](#)
- [TikTok - Ads Library](#)
- [Google - Ads Transparency Center](#)
- [Bing - Microsoft Ads Library](#)

How can I track performance?

- Set clear goals & objectives from the get go

- Choose relevant metrics to measure performance

- Get comfy on the paid ads platforms

- Implement conversion tracking

- Monitor audience insights and adjust targeting as needed

- Employ A/B testing

- Use "Compare" feature to review metric changes over time
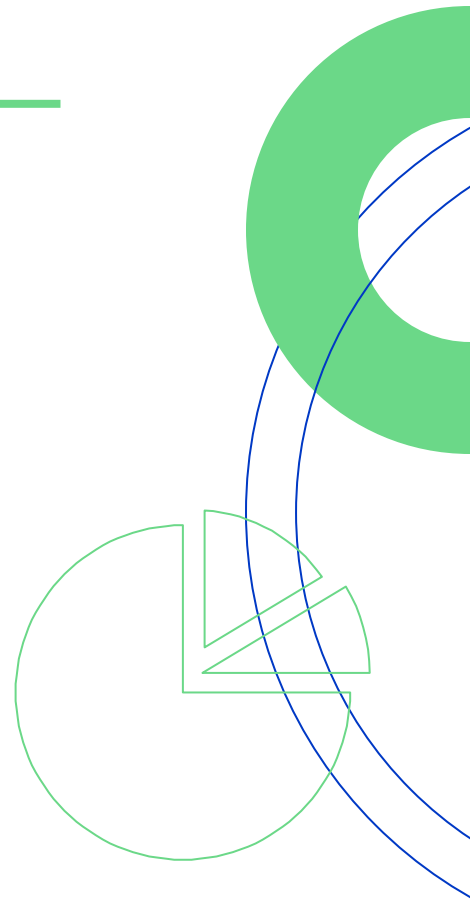
What Success Looks Like

TRACKING YOUR GROWTH & PROGRESS

MEASURING SUCCESS ● REPORTING & FEEDBACK

Metrics we watch for improvement:

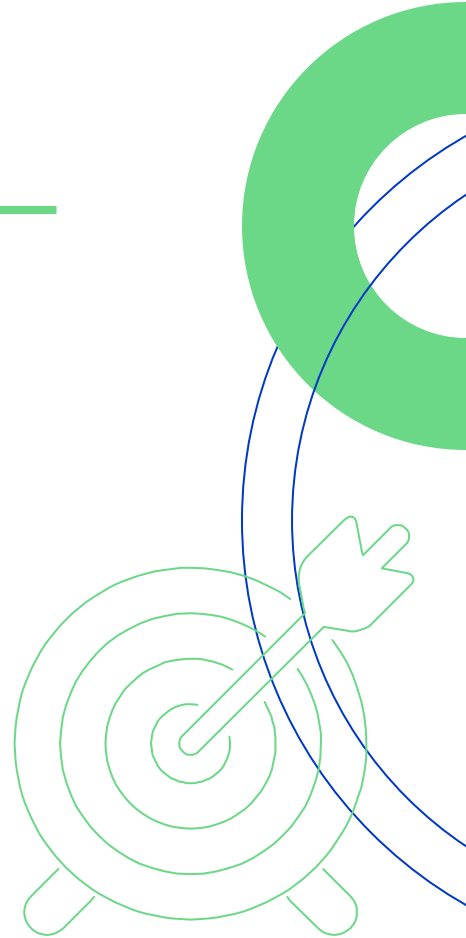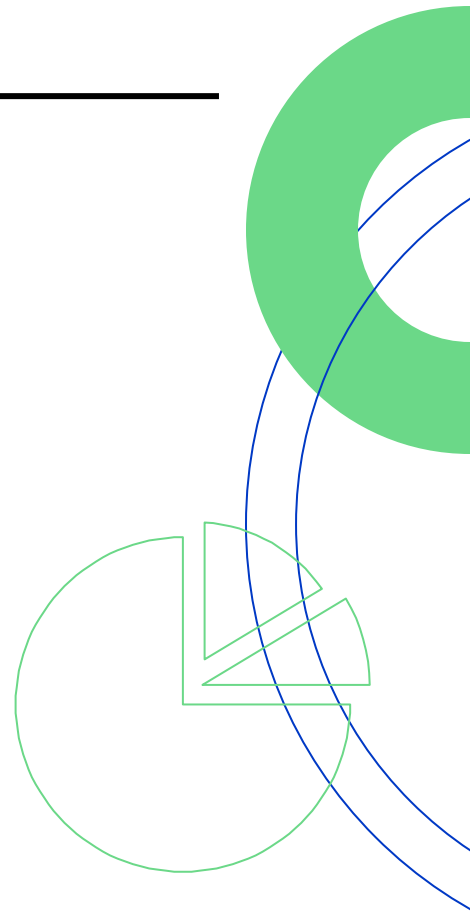- **Local SEO:** increase in quality & quantity of keyword rankings, decrease in number of accessibility errors, increased volume and relevance of backlinks and directory listings, improved page speed load times, increased performance metrics from GBP.

- **Organic Social:** **increase in social engagement** (followers, likes, comments and shares, etc.)

- **Paid Social:** **increased *conversions*** (traffic, leads, purchases, social engagement, etc.) and improvement in other performance metrics (CPC, CTR, Engagement Rate, Frequency, etc.)

- **Paid Search:** **increased performance metrics (**clicks & CTR, conversion rate, CPA, search impression share, etc.)

All these elements come together to drive key performance indicators across all channels, **generating desired actions from users.**

If the primary goal of localized digital marketing is to connect audiences to the brands they're looking for, how do we measure for success?

For local businesses, all of these local digital visibility tactics drive to a single ultimate measurement: **users taking meaningful action in both digital and physical spaces to connect with your business, supported by all these touch points along the way.**
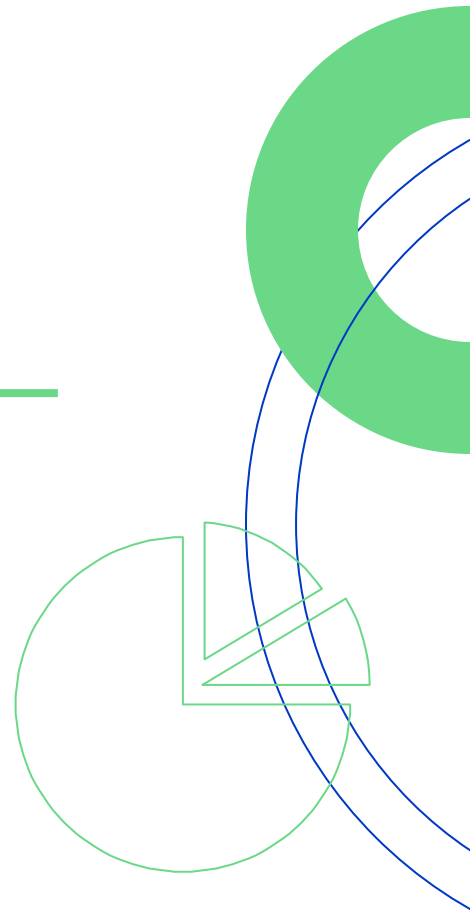
What can I do?

EASY WAYS TO SUPPORT YOUR LOCAL VISIBILITY
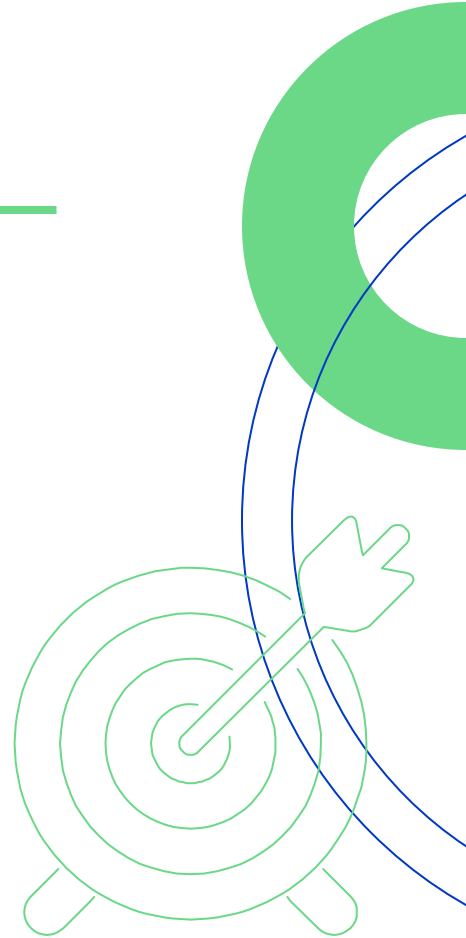
So…

What next?

today

Create a mind map of your current digital visibility channels, and how you're engaging each. 🧠🗺️

Review your **name, address, phone number, AND hours.** Ensure that they match your **website and any other places** the information may exist (like your Google Business Profile, FB page, Yelp, etc.)

Collect all links to your social media accounts in one place!

So…

What next?

tomorrow

Add your social platforms to [a content calendar](#) and brainstorm content ideas for your desired, *realistic* posting cadence.

- Mine social platforms for hashtags
- Organize into content categories
- Ideate categorical content
- Schedule time to create & publish content

Consider if any ideas may work better as a boosted post or paid ad. Note them ☝️

So…

What next?

next week, on…

Continue to optimize your site performance, site content, and GBP listing.

Continue to acquire backlinks, directory listings and GBP reviews.

Deploy your scheduled social media content, being sure to share any new site content in cross-channel announcements.

Try out one PPC platform and see how it works for you. Let us know how it goes, and be sure to reach out if you have any questions! 🤝

Q&A

ASK US ANYTHING!
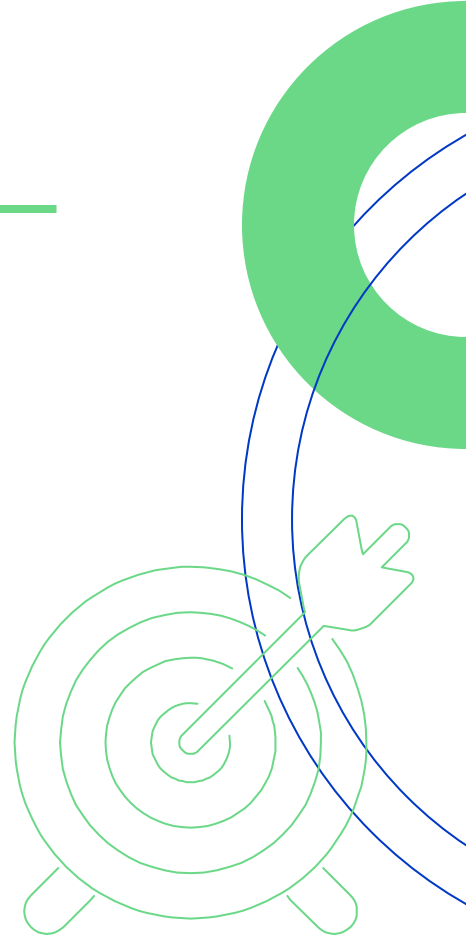
Thank You!

CONTACT SALES@INTELLITONIC.COM TO CONNECT!
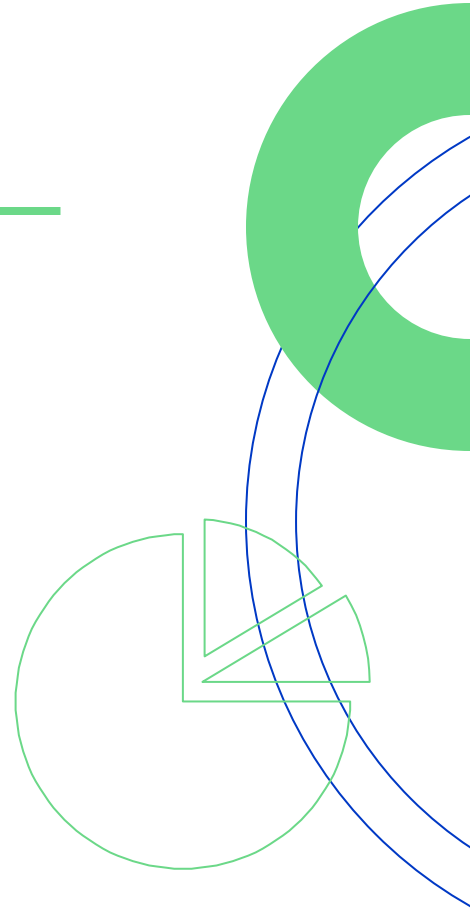
Appendix

About Us & References

Resources

- [Directory Listing Checker | Moz.com](#)

- [Keyword Planner & Forecast Tool | Google Ads](#)

- [Social Media Management System | Later](#)

- [Hashtag Suggestions, Analytics & Tracking | RiteTag](#)

Intellitonic Resources

- [DTBP Week 1: Local Citation Listing Worksheet](#)

- [DTBP Week 2: Keyword Mining for GBP Worksheet](#)
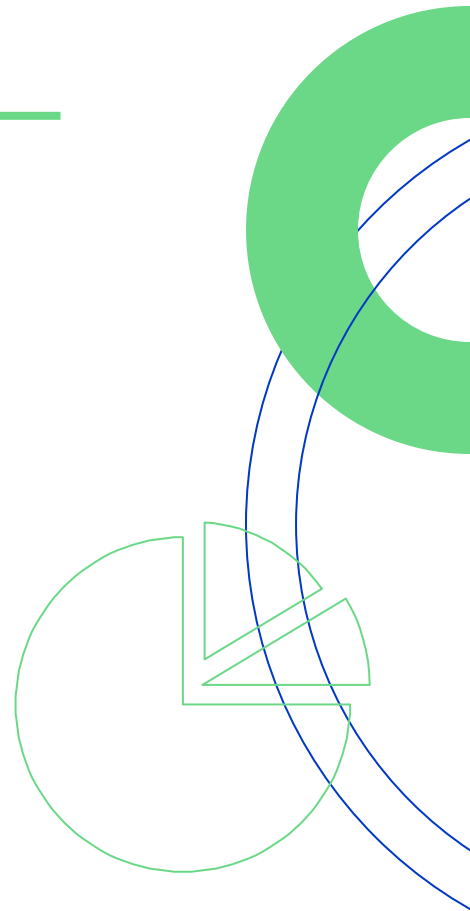
BEST PRACTICES FOR LOCAL VISIBILITY ● **APPENDIX**

Blogs

- [Wes McDowell's Explosive Digital Marketing Tips for 2023](#)

- [Social Media Platforms: Which to Use for What](#)

- [Getting started with Google Local Service Ads (LSAs)](#)

- [Amazon Advertising: Using Amazon Sponsored Ad Campaigns](#)

- [Best Practices for Advertising on Pinterest](#)

- [Tips & Tricks for FB Lookalike Audiences](#)

Decks

- [Intellitonic Capabilities Deck](#)

- [DTBP Week 1 Deck](#)

- [DTBP Week 2 Deck](#)

Check this out to see ALL our service offerings in one place!
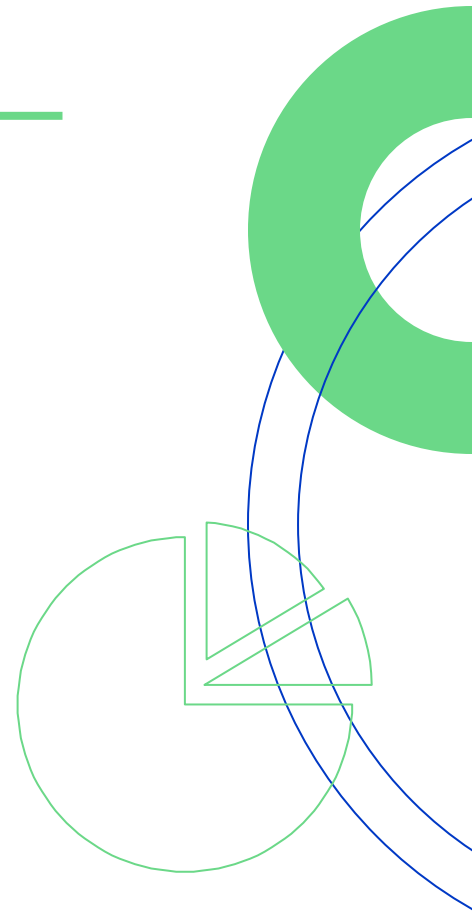
About Us

MEET OUR FOUNDERS & WHAT DRIVES US

Intellitonic

THE FOUNDERS

Alex (center) managed a SEO, PPC and Social Media digital marketing agency, overseeing the web efforts of thousands of clients of all sizes, scopes and diverse needs. That experience taught him the value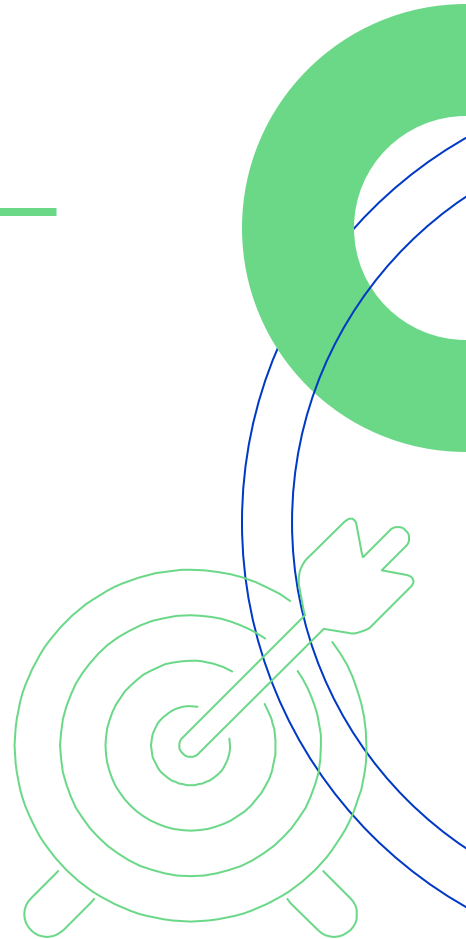 of being responsive, transparent and forward-thinking in helping clients reach their goals. He has a particular interest in assisting nonprofits via serving on boards, consulting work and helping them access Google Ad Grants.

Court's (left) balance of business savvy, marketing vision, project management skills and Google Ads expertise combine seamlessly with her passion for client relationships. She leverages her organizational skills and productivity to meet the dynamic needs of our client base. A detail-oriented thinker and decision-maker, she provides invaluable day-to-day direction. She's both thorough and dedicated to a job well done.

After transitioning out of the AI software company he founded, **Jared** (right) brings to the team over 10 years experience in business management, software engineering and product development. His clear vision, intentionality and troubleshooting skills help balance and guide the team—and his software engineering background assists in him providing an unmatched level of client support.

Intellitonic was founded in 2016 when a software engineer, a marketing project manager and an SEO expert from a national newspaper were ready to approach digital marketing in their own way. With their combined experience, the three banded together to create an agile and adept marketing team that delivers high-quality service to clients all over the world.

Since we opened our doors, our three founders have served in seven different board positions, locally and internationally!

Intellitonic

WHAT WE DO

INCREASE RANKINGS, DRIVE CONVERSIONS & REPORT ON RESULTS

We help you achieve your goals.

We leverage our expertise in all things digital to help you shine online. Our work helps companies **improve their search engine rankings** and **increase conversions**, and we meet regularly with you to **review, report and iterate on results**.

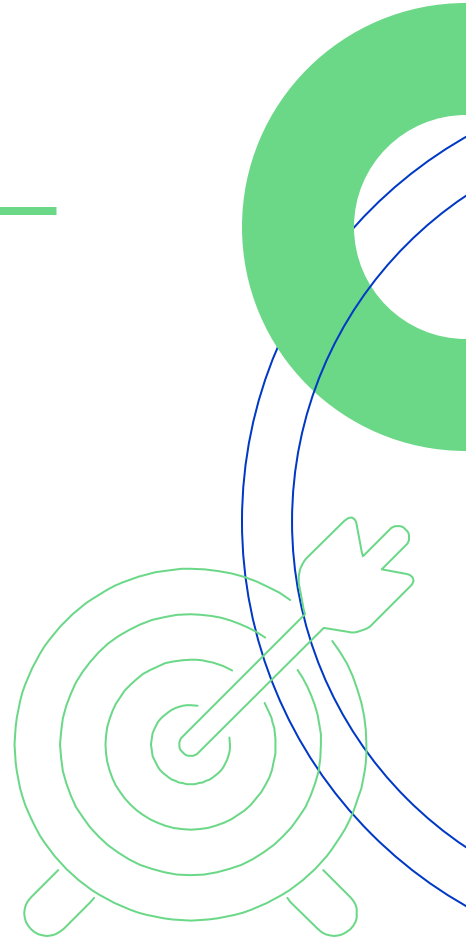## WHY WE DO IT

WE ARE TRUE BELIEVERS

Our work is premised on the principle that everyone deserves to be seen. Simply put, we believe that effective digital marketing has the potential to **build impactful relationships & make the work a better place.**
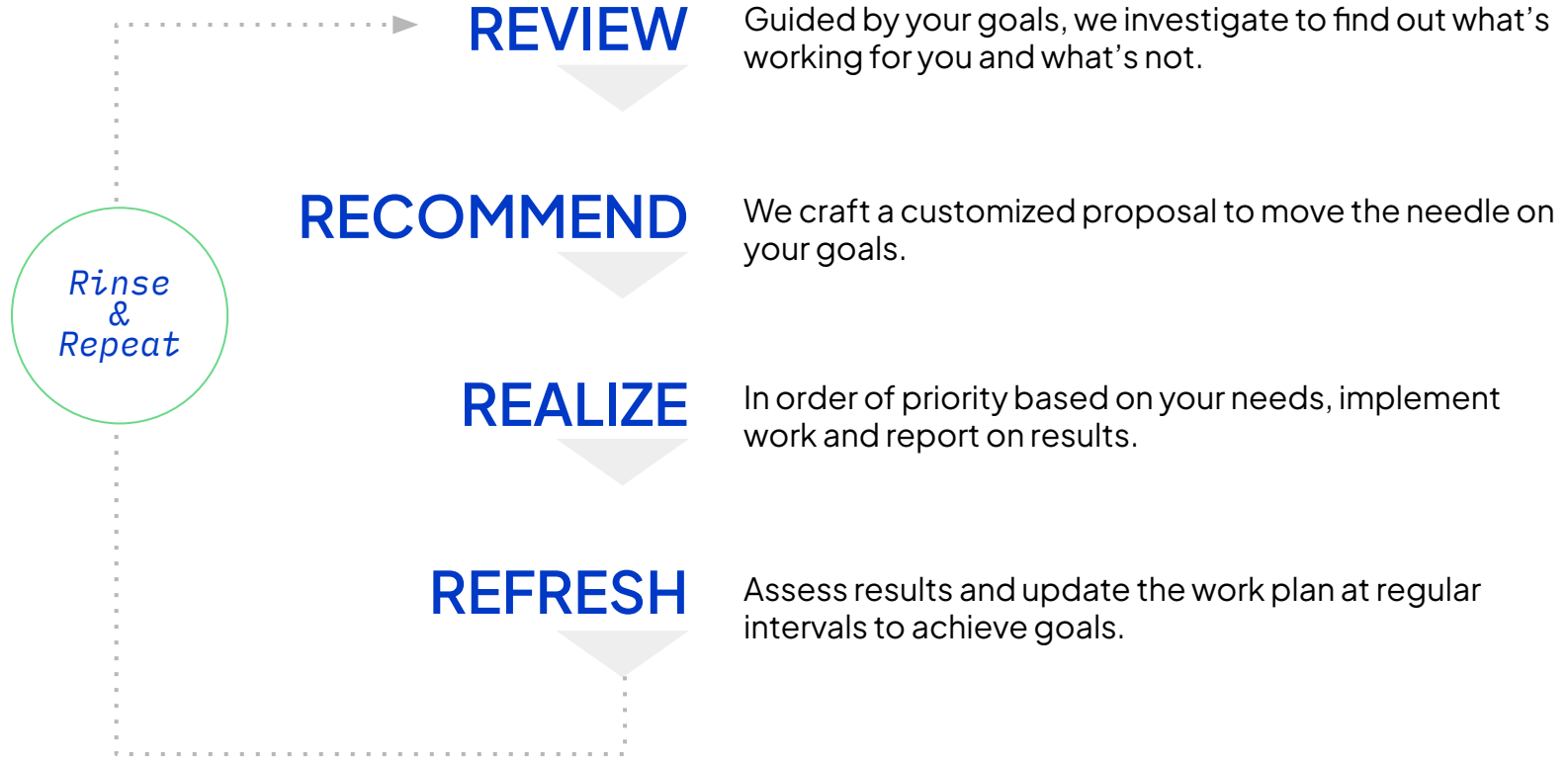
Certified
B
Corporation

We take pride in our community partnerships through ongoing trades and pro bono work with local organizations and nonprofits, and, as part of the B Corp certification network, we are **committed to measuring our social and environmental impact**.

Our Process

THE METHOD TO THE RADNESS

OUR PROCESS ● YOUR PRESCRIPTION

Rinse & Repeat

REVIEW
Guided by your goals, we investigate to find out what's working for you and what's not.

RECOMMEND
We craft a customized proposal to move the needle on your goals.

REALIZE
In order of priority based on your needs, implement work and report on results.

REFRESH
Assess results and update the work plan at regular intervals to achieve goals.

COMMITTED TO RELATIONSHIPS & RESULTS

Not only do we build comprehensible reports, but **we also meet with you to interpret and discuss your data** on the frequency that works for you: monthly or quarterly.

Since our founding in 2016, our team of experts has been supporting our clients with timely and measurable results. **We pride ourselves on the quality of our work, and work tirelessly to achieve our clients' goals.**
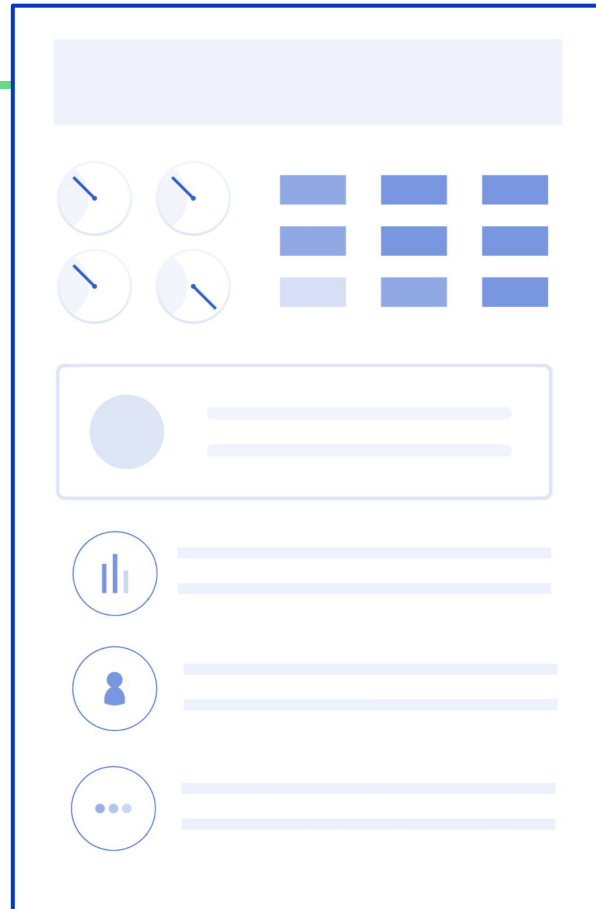
Thank You!

CONTACT SALES@INTELLITONIC.COM TO GET STARTED!