



Integrating Your Online and Offline Marketing

ONLINE & OFFLINE Local Marketing CHECKLISTS

Integrating Your Online and Offline Marketing

Running a successful local business isn't just about having a high-quality product or service and providing stellar customer service. It's also about leveraging the right kind of marketing techniques in order to reach out to your target audience and convert them into leads or customers.

We've all heard the saying, "Don't put all your eggs in one basket," but with the rise of digital media, it can be tough to heed the warning. Digital marketing is relatively easy, cost-effective, and with nearly everyone spending more and more time on their phone or tablet, it's possible to market your brand's message close to 24-hours a day.

But online marketing, while powerful in many ways, is becoming more and more of a challenge because of all the noise online. That's not to say online marketing isn't useful, because it's clearly valuable, but the best marketing efforts are a balanced marriage between online and offline channels.

1 in 10

**1 in 10 SMBs
doesn't invest in
any kind of
marketing**

1 in 5

**1 in 10 SMBs
doesn't use
digital marketing
yet**

71%

**71% of small business
owners do their own
digital marketing,
instead of leaving it to
experts (Digital.com)**

Online Marketing or Offline Marketing - **Not One, Use Both**

<\$300

50% of SMBs spend less than \$300 per month on online marketing

If you focus only on online marketing, you'll miss the incredible potential of offline marketing channels such as direct mail, cross-promotions, and point of sale systems engagement.

Most local businesses have treated online and offline marketing as separate, unrelated silos. This has never been true for consumers who have used the internet as a tool to support offline buying since the beginning.

62%

62% of small businesses are investing 4% or more of their revenue on marketing (Engage2Connect)

The most obvious example being reading local business reviews online to decide what to purchase and who to purchase it from.

Here's what the local marketing landscape actually looks like: The overwhelming majority of consumer spending is in the real world, within a relatively short distance from home. Most consumers use the internet (increasingly on smartphones) to help make purchase decisions, online and off. In fact, mobile searches that carry a nearby or near me qualifier are high-intent queries and likely to convert within 24 hours.

47%

47% of small business owners handle marketing efforts on their own (LeadPages)

It's not just about plumbers and restaurants. It's about trillions of dollars in offline consumer spending being influenced by the internet.

With your mixed local marketing campaigns, you'll want to try and find new, unique, and intriguing approaches that fascinate customers. The more you can wow people, the more willing they'll be to engage with your business.

Finding Balance

We all know by now how crucial it is to have an online presence, but most businesses that succeed, do so because their marketing strategy uses a mixture of online and offline marketing ideas. This mix of multi-channel marketing is a winning combination for local businesses.

While online and offline marketing have their own respective pros and cons, they play a complementary role to the other. **A unified marketing approach utilizing both online and offline strategy in an integrated way can be powerful for growing your business.**

The reason is it has the potential to reach customers at multiple touchpoints throughout the buyer's journey. Provided your message is consistent across all channels, offline and online marketing activities can work hand-in-hand to deliver the results you need.

The ideal balance of online and offline marketing strategies will depend on your type of business, target audience, and budget. And the following online and offline marketing checklists demonstrates the many marketing opportunities to choose from to create the local marketing mix that works for your business, in your market, in your location, right now.



Before You Start Integrating Your Online & Offline Marketing

Know Your Goals

Make it your priority to set goals that you can actually achieve. Build your marketing goals off of your operational goals. Prioritize your activities by working back from your end goal to your current state and then breaking your goals into tasks. By understanding what smaller milestones make up your goals, you can stay on track weekly or even daily.

Market with Your Strengths

Identify what you do well and implement it into your marketing process. If you're a good speaker, create videos of yourself. If you're a strong writer, build a campaign that's content-heavy to prove your expertise. If you're a strong graphic designer, build visual content. If you're good at writing checks to professionals to do the marketing you don't know how to or don't want to do, then create a budget and get started. Be creative and market with your strengths.

Collect Your Assets

If you've been doing business for a while, collect any assets you may have such as old brochures, recorded videos, pictures, case studies, customer testimonials, coupons, and discounts, etc. This can all be repurposed and implemented into your new online and offline marketing campaigns.

Analyze Competition

Your top competitors might just have it figured out, at least more than you at this point. Performing a thorough analysis of your competitors' website, social media strategies, and where and how they show up in local search results. Find out what offline marketing they invest in. You can use this insight to develop your marketing strategies, differentiate yourself, and overtake your competition.

Develop Value Proposition

Your value proposition tells customers and prospective customers how you can solve a problem. This message on every marketing channel. It should clearly state why someone would make a purchase from your company, among the many others out there that appear to do similar things. In one sentence, you should be able to clearly identify the purpose of your company and how your product or service makes a prospect's pain go away.

THE ONLINE MARKETING CHECKLIST

One of the biggest advantages of online marketing is that digital marketing will give you detailed insight into what worked, what didn't, track your customer's buying behavior, and let you estimate the return on investment (ROI). But remember that digital marketing may make it difficult for your brand to stand out amidst the crowd of other digital brand messages.

Studies show that between 70-80% of people research a company online BEFORE visiting a small business or making a purchase with them. And with the average smartphone user checking their phone 80 times a day, you'll find that a vast majority of consumers go online to find a local business or local services.

Local online marketing isn't just about plumbers and restaurants. It's about trillions of dollars in offline consumer spending being influenced by the internet.

88%

88% of consumers who do a local search on their smartphone visit or call a store within a day (Nectafy)

72%

72% of consumers who search for a local business, end up visiting stores within five miles (Wordstream)

500%

"Near me" mobile searches that contain a variant of "can I buy" or "to buy" have grown over 500% in the past two years (Google)



1. LOCAL SEO

As traffic to Google, Yahoo, and other major search engines increases, it is imperative local businesses are found in top results. Search engine optimization (aka SEO) is a marketing practice that uses keyword research to help businesses establish a credible online image.

In other words, focusing on important search engine ranking factors helps to bring your website to the first page of search results, raising brand awareness, and increasing online visibility. Visibility allows you to capture more consumers.

An active SEO strategy will make sure you are the best answer to what a consumer is asking the search engine or searching for in their area on maps. SEO helps to bring in more relevant traffic and increases the potential strangers to become customers.

This is so important for local businesses that Google My Business gets its own spot on this checklist.

4 out of 5

4 out of 5 consumers use search engines for local information (Google)

46%

46% of all Google searches are local (Google)

60%

60% of users click on one of the top three search results (Search Engine Watch)



2. WEBSITE

Your website is your home base, your digital signage, and your opportunity to connect all the pieces of your online strategy: search engine optimization, social media, review sites, and more.

The goal is to create an asset that helps convert new visitors (strong calls to action, connect via social or email, redeem deals and offers, etc.) and give existing customers a reason to come back.

75%

75% of people have judged a company's credibility based on its website design

<\$500

More than 28% of small businesses spend less than \$500 on a website (Clutch)





3. GOOGLE MY BUSINESS

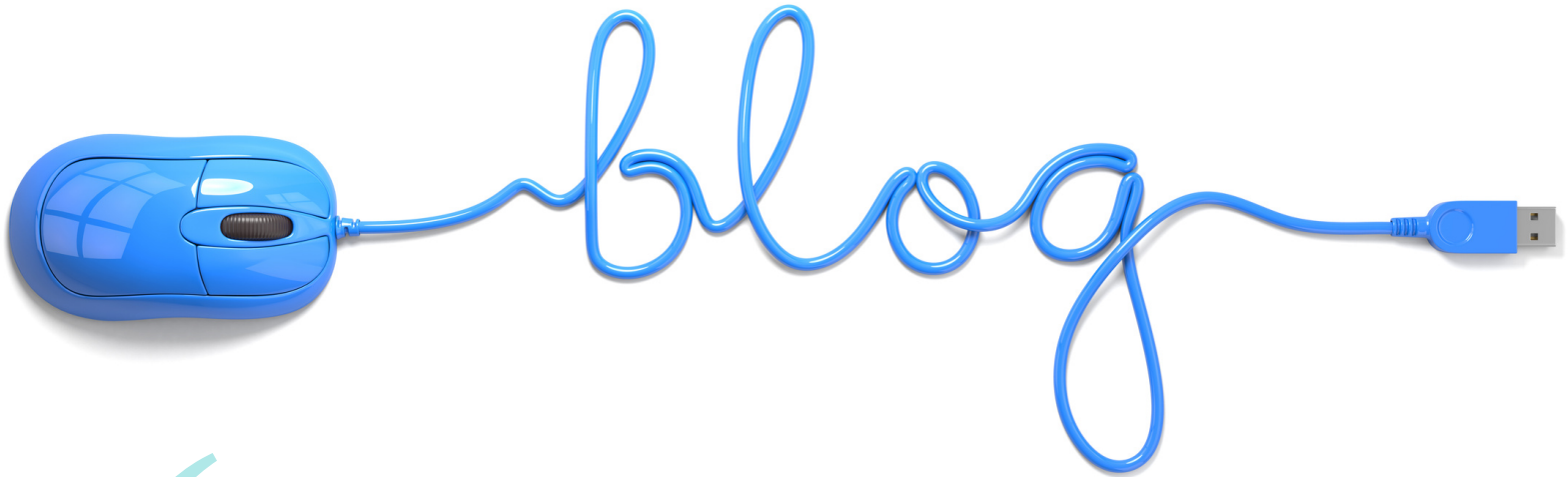
Google My Business is a free business profile page local businesses can customize on the Google platform to show up for and engage with customers searching for their business, or their type of business, using Google Search and Maps.

The number of mobile “near me” searches are growing on Google over the last several years, including 150% growth for “near me now” searches and 200% growth for “near me open now.” As consumer shopping behavior continues to evolve, it’s becoming more important for local marketers to capture these location-based searches.

Google Facts

- 72% of people who conduct a local search will visit a store within 5 miles.
- There’s been a 900% growth in “near me tonight/today” searches in the past 2 years.
- Mobile searches for “open” + “now” + “near me” have grown by 200%.
- 46% of all searches on Google are local.
- 78% of local mobile searches result in a purchase either in-store or online.
- 76% of people who conduct a local mobile search visit a business within 24 hours.
- 86% of people look up the location of a business on Google Maps (HubSpot)
- 72% of consumers say search is their first choice to find information on local merchants

Your business is missing out on all this action if you have not claimed, filled out completely, and optimized your Google My Business account for local search.



4. BLOG

Whether you blog monthly, weekly, daily, keep it consistent. The more readers you can get to subscribe to your blog, the more opportunity you have to tell people about your business and increase the number of visitors coming to your website.

No one is going to find your blog if it's not optimized for search engines, so take time to identify a focus keyword for all the online marketing content you produce, and ensure it's prominently featured in page titles, headers, alt tags and images.

Use social share buttons to encourage others to share your content and integrate calls to action throughout your website and blog posts. There is no better way to maximize the potential of conversions from your blog than through a clear and compelling call to action.

70% of small business websites have no call to action.

(Small Business Trends)

For example, your blog is a great place to feature CTAs promoting more resourceful content like ebooks, whereas your pricing page should feature more advanced CTAs, such as a free consultation or product demo.



5. REVIEWS AND TESTIMONIALS

While not every local purchase is influenced by reviews, it's fair to say that the overwhelming majority of consumers regularly consult reviews when making their purchase decisions.

When it comes to ratings and reviews, being proactive is key. Have a plan in place that consistently gathers reviews and ensures they are posted on your Google My Business account, Facebook, and the online networks where people look for the best of the products or services you provide.

Get More Reviews

- **Top 3 online review sites: Yelp, Facebook and Amazon**
- **86% of consumers read online reviews before visiting a business (BrightLocal)**
- **Consumers read an average of 10 online reviews (BrightLocal)**
- **91% trust online reviews as much as personal recommendations (BrightLocal)**
- **57% of consumers will only use a business if it has 4 or more stars (BrightLocal)**
- **Customers are likely to spend 31% more on a business with excellent reviews (Global Reach)**
- **There are 26,380 Yelp reviews posted every minute (Vendasta)**
- **Positive reviews are the top influence on consumer buying (SOCi)**
- **86% of consumers read local business reviews (BrightLocal)**
- **Nearly half (45%) of brick-and-mortar sales start with an online review (BazaarVoice)**



6. SOCIAL MEDIA

Understanding how to navigate the world of social media is necessary for every local business. With nearly 80% of all Americans using social media, it's imperative to understand where your specific audience is spending their time online and be there too.

Don't just post about your business. Also, share content that speaks to your audience and use social media scheduling software because you need to post updates on a regular basis.

In order to feature a strong, consistent brand image, it's important to stay consistent across all social media platforms when it comes to branding. Cover photos, themes, and artwork should remain uniform across all platforms.

97%

97% of B2C brands include Facebook in their digital marketing mix (Statista)

7 out of 10

7 out of 10 Americans use social media (Pew Research)

57%

57% of consumers say social media influences their shopping (Marketing Dive)





7. EMAIL MARKETING

Even with the explosion of new technology, marketers keep coming back to email. The reason is clear: For a decade now, email is the channel generating the highest ROI for marketers. For every \$1 spent, email marketing generates \$38 in ROI.

As businesses grow, it becomes increasingly difficult to give one-to-one attention to each customer. With email automation, local businesses can easily create workflows to send personalized, timely, relevant emails to customers at the right time.

59% of consumers say marketing emails influence their purchase decisions (SaleCycle)



8. PAID ONLINE ADVERTISING

For local businesses that are willing to pay for online advertising, there is no shortage of potential media placements across both traditional and digital media. It makes sense that a local business wants to appear prominently, where the vast majority of consumers spend the greatest amount of time, which is online.

- **Social is expected to command 40% of the ad market by 2022**
- **Roughly 80% of all companies focus on Google AdWords for PPC (TrendStatistics)**
- **63% of digital spend goes to the duopoly of Facebook and Google**
- **12% of digital spend goes to the next five top publishers (Amazon, Microsoft, Oath, Twitter, Snap)**



PAY PER CLICK

One common form of paid advertising is online display ads can be targeted based on demographics, zip code, and interests of your target market. Whereas paid search ads appear on search engine results pages, online display ads appear on the websites your target market visits.

40% of small businesses plan to use paid online advertising. (Statista)

Google and Facebook work for businesses in general, and local businesses in particular, because of their unparalleled access to data. With that data, they can provide several highly targeted marketing solutions.

With Google Ads and Local Service Ads – two pay-per-click (PPC) advertising solutions, Google is one of the top local marketing publishers. And Facebook allows local advertisers to get deeply hyper-local with their targeted marketing options.

Retailers advertising locally on Facebook see an average ROI of 152%. [Nanigans]

If you make Google and Facebook the foundation for your paid local marketing efforts, you can be secure in the knowledge that the majority of your time, effort, and budget is going toward the channels that will deliver the greatest bang for every precious buck. From there, you can judiciously fill in the gaps with whatever additional channels make the most sense for your business and your community.

THE OFFLINE MARKETING CHECKLIST

Online marketing, while powerful in many ways, is becoming more and more of a challenge because of all the noise online. Online marketing is clearly valuable, but the best marketing efforts are a balanced marriage between online and offline channels.

People think that younger generations are so addicted to their screens that they're no longer reading print. But looking at statistics from MNI, Baby Boomers read 9.2 magazines per month, Gen Xers read 9.1 and Millennials read 8.9.

Offline marketing for local businesses can be far more effective than people realize. In a hyper-connected world where we feel more apart than ever, people crave the offline experiences.

The best offline marketing strategies rely on you connecting locally and being willing to put the work in every single day.

92%

**92% of 18- to 23-year-olds find it easier to read print over digital content
(MarketingProfs)**

37% ↑

**The response rate for direct-mail marketing is 37% higher than the email rate
(MarketingProf)**

34%

**When making purchasing decisions, consumers trust print advertisements 34% more than they trust search engine ads.
(MarketingProf)**



1. THE ELEVATOR PITCH

Your Offline Marketing Messaging

Can you explain your product or service in a single sentence?

We often call this summation of your business, product, or service an “elevator pitch.” You’ll be using this summary to introduce your business to new customers in your offline marketing.

People want to know what you’re selling, and you need to be able to explain it to them quickly. People can lose interest in just a few seconds, so make it clear what you do, why you’re unique, and they’ll know why they should choose you.



2. BUSINESS CARDS

This isn’t just a marketing suggestion; **business cards are essential for any business.** They allow you to quickly and efficiently give someone a little, inexpensive, easy to keep, way to get in touch with you and your business.

Fewer people are relying on business cards because they have an online presence. Don’t be one of those people who passes up on the opportunity to give hundreds of people something with your business information and website URL on it. Get them and hand them out wherever you go!





3. POINT OF SALE

Whether you have a local store or a kiosk at the market, newer POS systems give you a way to make your customers feel special with custom messaging. Best case scenario, your associates have access to someone's entire customer profile from their tablets and can communicate more effectively about the shoppers' preferences.

UNIQUE BENEFITS:

- **Personal nature lends to higher engagement.**
- ***It's a fantastic way to collect information while you are having a discussion with the customer.***
- **Strong reactivity (being able to jump on what the prospect/customer said in the moment and adapt an offer).**
- ***Unique data that allows you to combine it with your offline and online channels.***



4. DIRECT MAIL

Direct mail has decreased in popularity in recent years, but it can still be effective for some local businesses – especially those in the health and service industries.

Direct mail is the process of sending printed marketing literature to potential customers by post. **While it can be costly, the return may outweigh the investment if your mail campaign is well-considered, delivered to a high standard, and suits your objectives and your target audience.**

People may only read an email quickly and move through it because they get so many. They are much more inclined to look through a beautiful mailer that speaks to them. They may even read through it two or three times, seeing it on the counter repeatedly.



5. COUPONS

It's easy to consider buying something you might not otherwise splurge on if you can get it cheaper.

Coupons are a great way to stir up interest in your products. The difficult part is making sure that those one-time customers convert into customers that keep coming back for more.

Make sure the coupon is for a service or product that will hook people and consider other offline ways to market to coupon users once you have them in the store.



6. REFERRAL PROGRAMS

Want to avoid coupons, but still want to draw in potential customers?

A basic referral program can have a similar effect as a good sale or coupon. Try offering already existing customers a chance to refer a friend so both they and their friend get a discount.

Referral programs make use of recommendations and word of mouth to grow a business's customer base. You'll want to use your biggest fans to help spread the good word about your company for increased exposure to new audiences so you can generate more leads.

Referrals turn your satisfied customers into very convincing champions for your business. They've paid money for your product or service, and if they're happy enough to want to share it, that's a powerful selling point to others.



7. CROSS-PROMOTION & PARTNERSHIPS

Cross promotions build rapport between your business and another business. **Not only are cross-promotions effective, but they give you a chance to work together with a similar business.**

You could contact other local businesses and say that you'd like to do a giveaway. You'd provide them with some free products, and they would draw people to their store with those products. Everyone wins!

This could also work well in reverse. If you know a small business that needs a platform, and you have one, host their products instead. Or think bigger and partner with a few local businesses to create a giveaway big enough to attract a huge number of new customers to all of your stores.



8. DONATE/SPONSOR IN THE COMMUNITY

Sponsoring a community event not only feels good but brings you increased exposure to new customers for all the right reasons. Community events are often looking for sponsors and you get to put your name all over the event.

You could also donate products, donate your time by volunteering to staff an event or donate whatever it is that people need.

Not only will you be visible to those who see your donating, but you'll be forever respected by those you donate to. Charity is never a waste of resources.



9. ADVERTISE IN LOCAL MAGAZINES/PAPERS

If your customers are the “rather read it in print” type, you should consider running an ad in your local newspapers or magazines. This is especially effective in publications that focus on a smaller community or area. Local print ads are generally not too expensive, and you’ll be seen by a lot of local people who could be interested in your business.



10. BILLBOARDS... YEP, BILLBOARDS

Offline marketing ideas in the media don’t stop at TV and local papers. The billboard is a traditional ad medium, and, when done correctly, can really work wonders for letting people know where you are and increasing your location’s foot traffic.

The trick is not to be bland. Be eye-catching. Be bold. Be funny. Be whatever you need to be to make people super curious to check out your business. The most successful billboards make people do a double-take or at least keep people thinking while they pass by.

While driving and riding in the car, we’re surprisingly open to suggestion. Put your call-to-action out there on a billboard, and drivers will follow it!





11. CHAMBER OF COMMERCE

Offline marketing ideas often require you to get involved with your local business community, and this is where you can start.

Your local Chamber of Commerce is designed to get businesses seen and working with each other. If you join, you'll get a good deal of perks for a generally low cost. The cost, of course, depends on the size of your local area.

People love to support local businesses. It's become the "thing" to do these days. People feel a lot of pride knowing that a successful business runs out of their area. If you can properly engage with your community, that pride will skyrocket. Harness that pride and turn those people into customers.



THE RIGHT LOCAL MARKETING MIX

ONLINE & OFFLINE Marketing

Think outside the box and outside of your location. Online and offline marketing options are available to every business type, no matter how eclectic. Online and offline marketing as an integrated approach means breaking out of previously perceived boundaries so even if you feel your business might not “belong” in a certain medium, don’t let that stifle you. Allow your marketing to reach in every direction.

Consider your business’ goals, target audience, budget, and resources to help you determine where you should be focusing your marketing efforts. And make sure you have systems in place to track your spending and ROI. This will allow you to invest more heavily in activities that offer the greatest reward and stop spending on marketing that is not working for your business.

**We are your local online marketing experts.
Contact us today to find out how we can help
your business reach all your best customers.**



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