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# *Digital Marketing Your Local Business*

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BASICS · SITES · OFFERS · LEADS · SOCIAL

# 2023 STARTER KIT



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## THE BASICS

Let's start at the very beginning. If your business is brand new to the digital marketing scene, here's the "scratch" you start from.

The three basic things that **every single business owner today** should have are:

1. **Google My Business account.** This is the only means by which you can claim ownership of your Business Profile, attain management rights to it, and unlock additional free features to increase your visibility on Google.
2. **Facebook Page.** This not only gives credibility to your business, it allows you to connect with current and future customers, promote events and discounts, and share important information.
3. **A method to follow up with people.** This could be email, direct phone number, or a social media page. Contact between you and your customers should be easy! Try to keep it in one place to avoid future chaos. We use **one** software that collects all emails, calls, texts, and social media messages into one place.

If you don't have all three of these set up, click the guides below to get started, then let's move on to the landing page.

Google My Business setup instructions ([Click here](#))

Facebook Page setup instructions ([Click here](#))

GMB  
Facebook Page  
Contact



MUST  
HAVES



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## LANDING PAGE > WEBSITE

Your immediate question here might be: what's the difference?

You might think that a website is what your business needs — and while websites are great for helping people understand your brand, a landing page is designed for conversions.

A website is designed for exploration, while a landing page is customized to a specific campaign or offer and guides visitors towards a single call to action.

See the difference? Websites offer a lot of opportunity for viewers to get distracted, whereas a landing page guides them to exactly where you want them to go.

**Do not pay someone to build a landing page for you.** You are essentially paying for someone to drag and drop elements, and it will likely continuously cost you. Join our Facebook Group [Online Marketing for Local Businesses](#) and DM Kelsey or Alex and we'll set you up with a landing page template you can use for **free**.

**WEBSITE**  
(Exploration)



**LANDING  
PAGE**  
(Conversions)



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## THE OFFER

Once you know what type of person you're serving and what that person is looking for, it's time to describe exactly what you are offering for sale. Make it as clear as possible.

When describing your offer, focus 80% of your messaging on the **transformation** that your customer will get from it. What's the end result they're looking for?

People don't buy plane tickets — they buy the vacation experience. *Sell the vacation!*

The other 20% of the copy focuses on deliverables such as **how** you'll get them that result (timelines, quick statistics, requirements, etc.).

Remember, an offer is a value exchange — a trade of dollars for value, and the offer is what initiates the trade. Don't get "offer" and "sale" confused — this is not just a % off. It's an opportunity to reach people that are interested in the end result you're selling.

**Example: Dominos Pizza — it'll be there in 30 minutes or it's free.**

Do you believe you have a great product or service? Do you think once people see how amazing it is they will stand by what they spent? If yes, then make them an offer they'd feel stupid to refuse.

Check [acquisition.com](https://acquisition.com) for Alex Hormozi's free course on building offers. It's super valuable, and will teach you how to think about and craft offers.

**SALE**  
=  
A discount



**OFFER**  
=  
A result promise



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## CUSTOMERS NOW VS CUSTOMERS LATER

There are two basic approaches to acquiring customers using paid online marketing: customers **now** and customers **later**. If you are not sure which one you are you can ask in the group: [Online Marketing for Local Businesses](#)

### Customers Now

**Lead generation:** paying for a platform, like Google, to show your business to more people. This could cost you as little as \$5 per day, and you could start getting new customers within 48 hours.

**Google Ads:** best for "need now" type services such as tow trucks, electricians, plumbers, home care centres, etc. You pay on a "per click" basis.

**Google Guaranteed / Local Service Ads:** puts you at the top of Google as a verified business. You pay when someone actually calls you about your listed service.

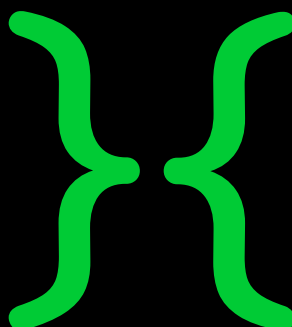
**Facebook Ads:** for window-shoppers who might be thinking about a service like yours, and who could be persuaded by your ad to take the next step. Some niches that work well here are realtors, hair stylists, med spas, wedding photographers, dentists, podiatrists, plastic surgeons, etc. You pay each time your ad is shown.

### Customers Later

**Search Engine Optimization (SEO):** like playing hide and seek with Google. Google is looking for your website so it can show it to people who are searching for things you talk about. Using specific practices like keyword research, site optimization, and content creation, you can get your page appear sooner when people search for words associated with your business.

**NOW**

Lead gen  
Google Ads  
Google Guaranteed  
Local Service Ads  
Facebook Ads



**LATER**

Keyword search  
Site optimize  
Content creation



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## INSTAGRAM & TIKTOK STRATEGY

There is an endless list of social media strategies that people will try to sell you – and honestly, a lot of them are good! Posting X type of content X times per day, focusing on this platform or that, etc.

What we've found to be most effective at getting customers from platforms like Instagram and TikTok are the following three easy steps:

### 1. Have three posts pinned to the top of your profile

- Who you are
- What your business sells
- How people can get your offer

### 2. Add a link in your bio that sends people to your offer landing page.

### 3. Post content that creates the desire to buy your offer, including:

- Services: show your results, before/after, the customer's experience
- Products: show how you make it, why you do certain practices, tell your story.

If you complete all these three steps, your social profiles will have what they need to get you sales.

**1** 3 pinned posts

- Who you are
- Your biz
- Get your offer

**2** Link in bio to offer landing page

**3** Post content that creates offer desire



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## BONUS: ALL IN ONE BUSINESS SYSTEM

The type of software one uses to manage a business often depends greatly on the nature of the business. A hair salon might have a database of existing clients, a software for appointment booking, and an email marketing platform for pushing promotions.

One thing that we would strongly recommend on this front is incorporating as much as you can into **one system**, instead of the 4-10 that most small businesses are currently juggling.

Using too many different platforms to connect with clients and track data is complicating your day-to-day and convoluting your business.

Finding the right all-in-one software will allow you to track calls/texts, send emails, install follow-up automations, review data, build landing pages — you get the point. We personally use Go High Level, and we help set our clients up with it to make everyone's lives easier!

**Remember: simplicity is what scales.**

Count how many different softwares you're currently using for business purposes, and then shoot us a message in our [\*\*Online Marketing for Local Businesses Facebook group\*\*](#) if you have any questions about simplifying!

We'll help you get your business organized in GH L for a discounted rate today!

Track leads  
Email marketing  
Call tracking  
SMS  
Data reports



Go  
High  
Level