

HOW TO GROW SMALL BUSINESS WITH MARKETING

 sales cloud

Table of Contents

- 03** Introduction
- 04** Email marketing
- 07** Social media
- 09** Lead management
- 11** SEO
- 14** SEM
- 16** SEO+SEM
- 17** Conclusion



INTRODUCTION

How to grow your small business with marketing

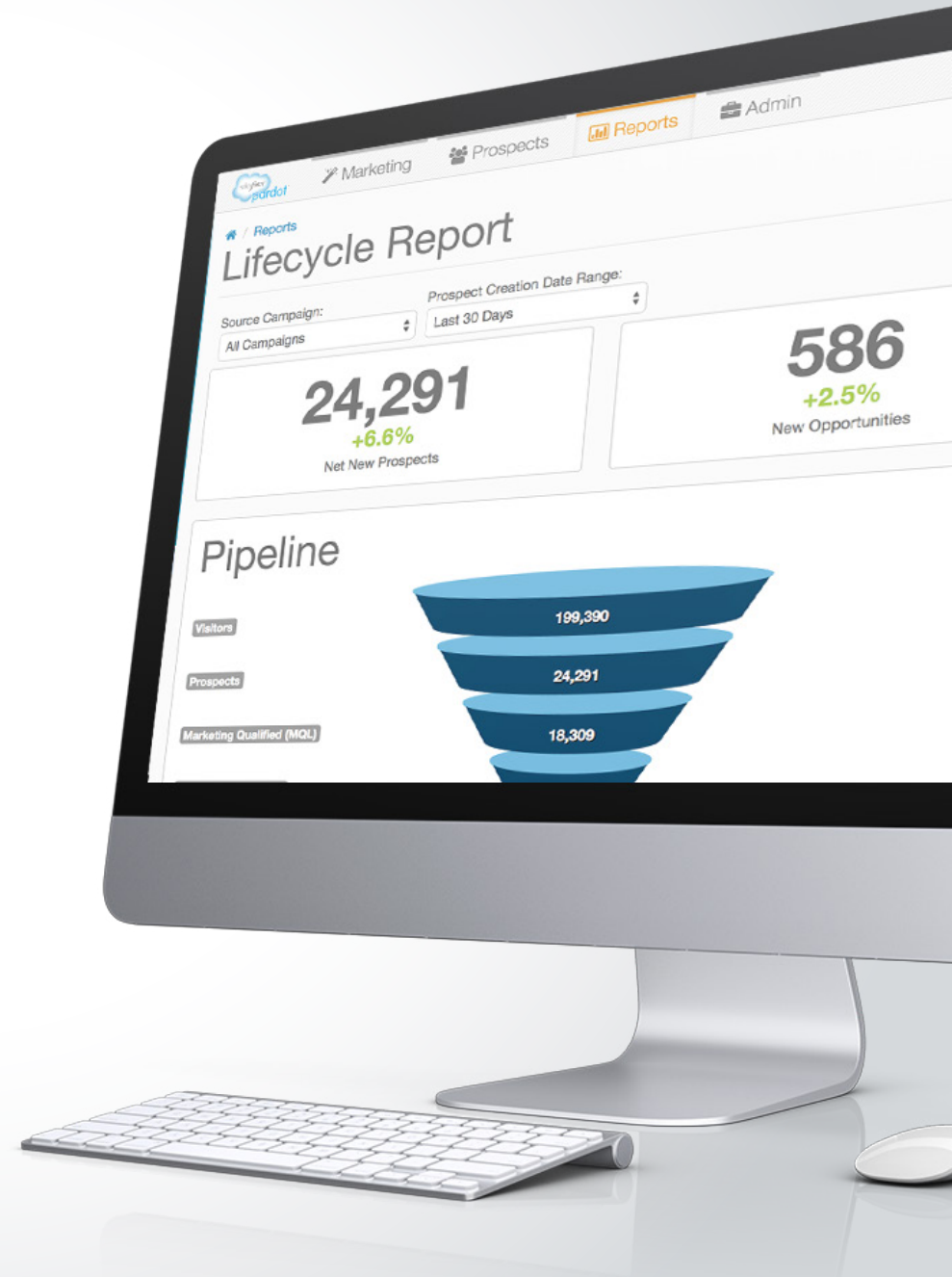
Marketing is all about promoting, selling, and distributing your product or service. This process continues to evolve, as modern marketing techniques replace more traditional approaches.

Understanding and implementing the latest methods can make a big impact on your marketing team's productivity and effectiveness, the growth of your small business, and ultimately, your bottom line.

This ebook's intent is to familiarize you with these five marketing concepts:

1. email marketing
2. social media
3. lead management
4. search engine optimization
5. search engine marketing

Read on for step-by-step instructions on how you can put each to use to grow your business.



CHAPTER 1

How to grow your small business with email marketing

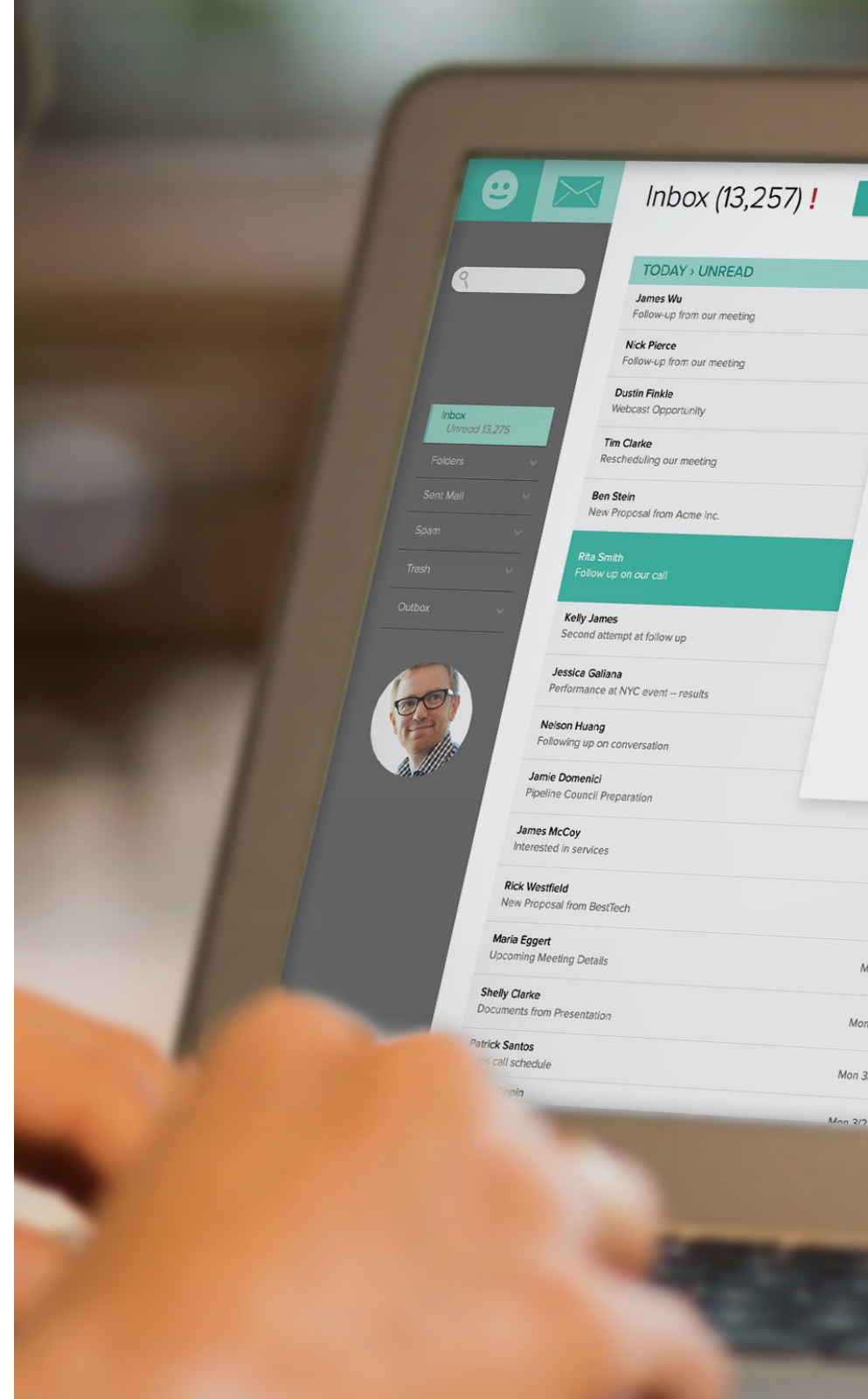
A study by ExactTarget found that 77% of consumers actually prefer to receive permission based marketing communications through email. This type of marketing can be a very effective way to establish a new relationship with a prospect, or to drive brand loyalty with a current customer. In addition, the low cost of creating and deploying email campaigns means a strong return on investment (ROI). According to the Direct Marketing Association, of all the marketing channels, email has the highest ROI per dollar spent. On average, it comes out to almost \$40 per dollar invested. Cha-ching!

Creating the Perfect Email

There are a number of things to keep in mind when working on your strategy and tone.

Be aware of potential challenges and pitfalls:

- Your audience gets dozens of emails everyday and could unsubscribe from yours.
- Your email may never be read, either because it isn't relevant or it gets trapped in a spam filter.
- Your readers may not easily understand the details and benefits of the email.
- You may not get a good response to the email or get clicks on your call to action.

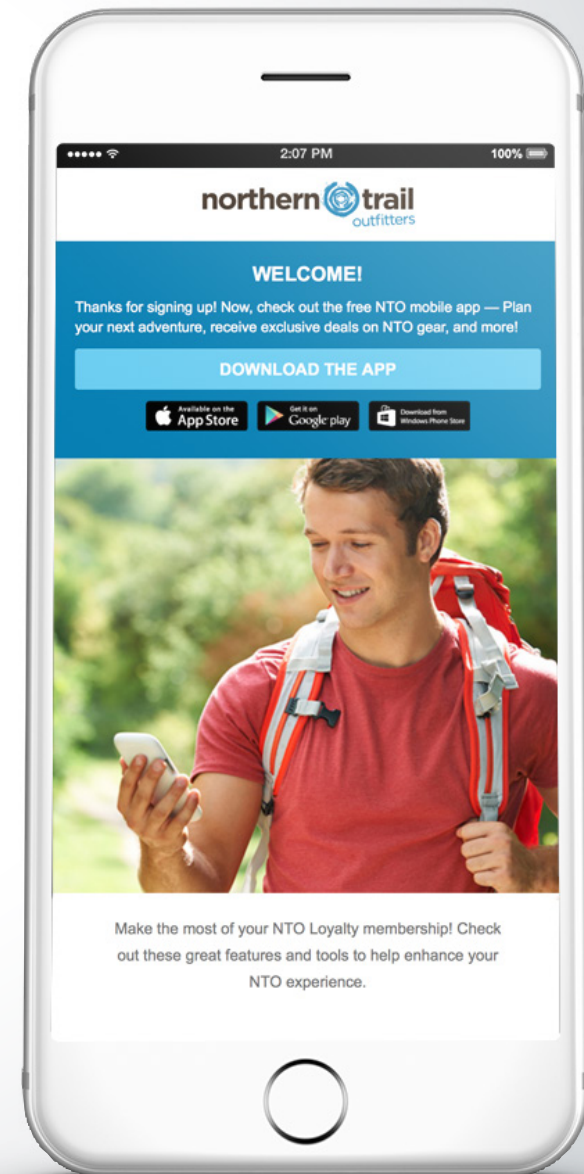


CHAPTER 1, CONTINUED

How to grow your small business with email marketing

How to improve your email success:

- 1. Test your content** The purpose of your email is to get the prospect to take action. Most of the recipients are likely in the early stages of the sales cycle and aren't yet willing or ready to buy. Because of this, try out different wording. Use "take a test drive of our product" instead of "buy today!" Testing different versions of content and copy within the email will help you arrive at the most effective version.
- 2. Show you can help** Generic emails that simply tout the features of your product will not get your desired result. Put time into understanding what your audience's needs and wants are, and then address them. This kind of tailored content will get much more consideration by your prospects.
- 3. Ask yourself, "Would I click on this?"** If the answer is no, start over and draft a new email. A good rule of thumb is to apply the "3L" test, coined by Marketing White Belt author Christopher S. Penn. If the email doesn't make you Laugh, Learn something while creating it, or you don't completely Love it, it's a bad email.



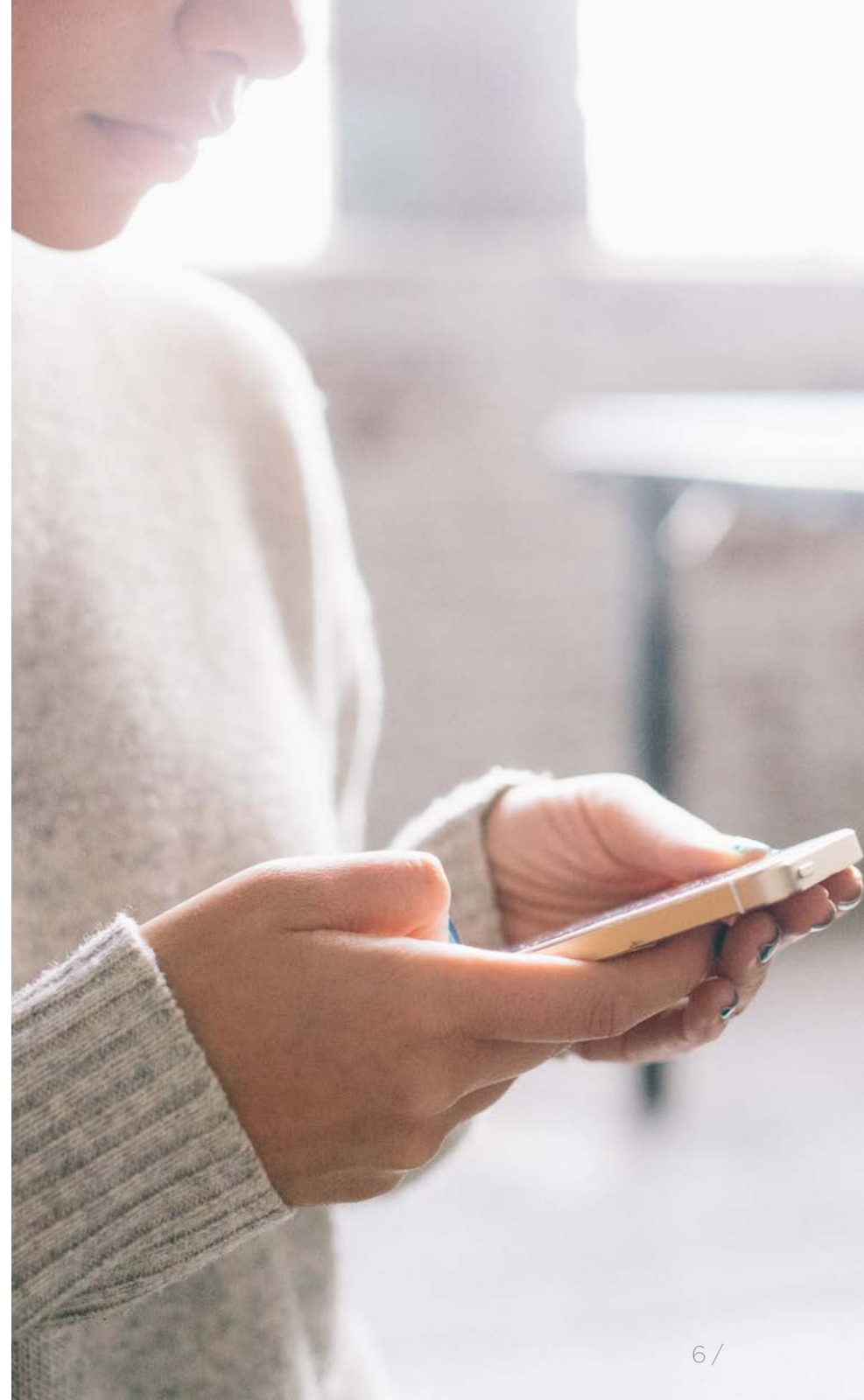
CHAPTER 1, CONTINUED

How to grow your small business with email marketing

Ensuring Email Marketing Success

So how do you make sure you're getting the results you want?

- 1. Begin with the end in mind** Whether you most want your email marketing to result in lead generation, closed deals, or revenue, you should align every method and action to your business goal.
- 2. Recognize metrics for what they are** You can analyze open rates, click through rates, forwards, and social shares all you want, but they don't necessarily indicate whether or not you're growing your business.
- 3. Create a feedback loop for content** Use email to feed content to individuals who will share it on social networks and spark conversations. This will help drive traffic back to you and increase the odds new visitors will subscribe to your email list.



CHAPTER 2

How to grow your small business with social media

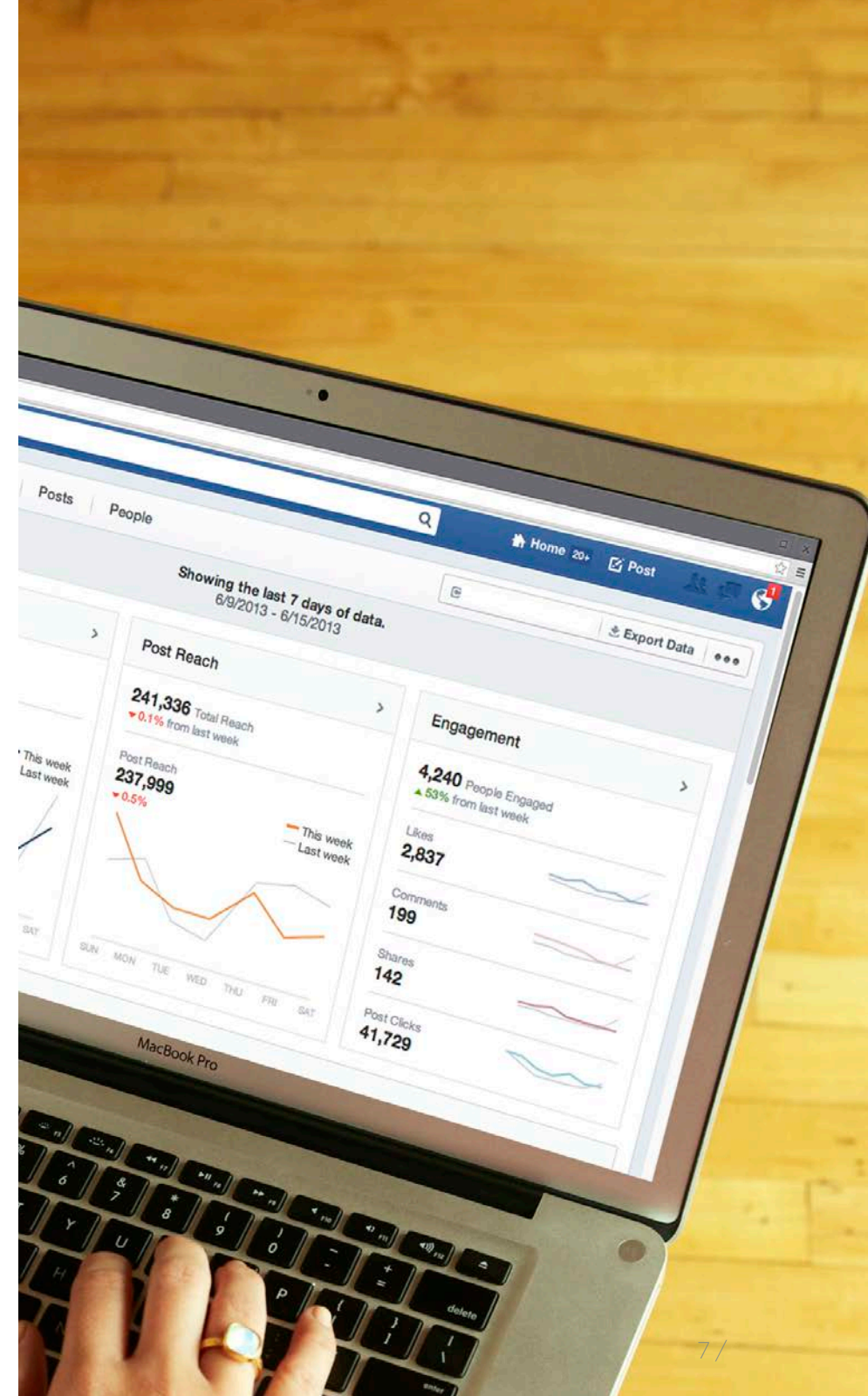
Businesses of all sizes struggle with the right way to use social media and how to measure results. This is true of Fortune 500 companies, all the way down to a local food truck vendor. One of the best ways to get started is to take the time to create and implement a social media strategy.

These six steps will show you a direct way to get your business on the right path to social media success.

1. Name your goals and objectives Just like with email marketing, you need to begin your social strategy by listing your higher-level business goals. Name S.M.A.R.T. goals and objectives: specific, measurable, achievable, realistic, and timed.

2. Figure out the meaningful metrics A key to developing your social media strategy is choosing how you will measure your success. Establish your measurements right after you outline your goals and objectives, so you don't waste time chasing numbers that don't matter.

3. Determine your audience Using social media for marketing is no different from any other marketing tactic in that you need to identify your audience to properly communicate with them. You should already know who your target prospects are. They are likely very similar to your current customers. If your prospects are sales managers, your approach to them using social media would be very different than if your prospects are small business owners.



CHAPTER 2, CONTINUED

How to grow your small business with social media

4. Find the right platforms There is no point in putting all your eggs in the Twitter basket, if the majority of your targets only use Facebook. Ask five to 10 customers what their typical social media activities are. Browse various social sites and industry blogs to see where people are talking about your brand and products. And see what is and isn't working with your competitors' social media strategy and social profiles.

5. Assign social media roles As a small business, you probably don't have a person on staff devoted to running your social media full-time. This role will likely need to be divided among several staff members. Be sure to match the right people with the right skills, to the appropriate task.

6. Create your social content The kind of content you create is determined by the objectives and goals you've determined.

Here are a few tips to help you get the ball rolling:

Build trust.

Show empathy and interest in your community. Be a helpful resource.

Tell a story.

Engage with your audience by sharing how a customer used your product or service to solve a problem.

Respond to positive and negative feedback.

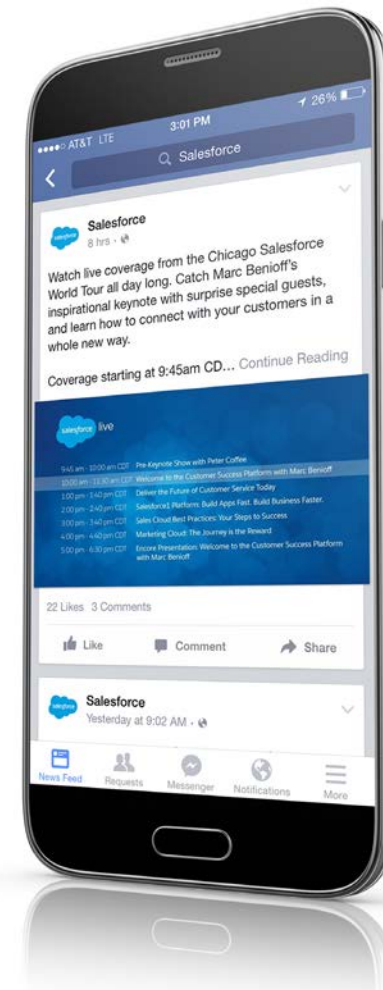
Thank your customers when they offer kind words. Don't delete customer complaints but instead respond to them as quickly as possible (ideally within an hour).

Keep it short.

A recent Buddy Media study found that tweets containing less than 100 characters received 17% higher engagement than longer tweets.

Follow your following.

It's a kind gesture on social media to follow back those who follow you. It can also result in some added exposure if they acknowledge the move.



CHAPTER 3

How to grow your small business with lead management

Finding a successful way to turn leads into customers is how an small business grows and thrives. This is why it's particularly vital to get your marketing and sales people or teams working together in a systematic and structured way.

The following best practices will show you how to increase prospects and focus on the right leads. They will also help track what does and doesn't work.

1. Define the perfect lead Figuring out specifics about your ideal lead and making your sales and marketing teams aware of this persona will help you hone in on your target. To do this, make sure you know:

- Your lead's problems and interests
- The type of content that will attract them
- Where they spend their time online and offline
- Their preferred channels for communication
- Their role in the buying process
- How they indicate they are ready to be passed to the sales team

2. Attract them with targeted content Companies that blog generate 67% more leads than companies that don't blog. That's a number that's hard to ignore. Blogging allows you to influence the buyer's decision by showcasing the leadership and expertise unique to your business. It's also a great way to learn about your customers' needs, especially when you offer clear calls to action. Your blog should not be about your products or even your brand. Write about the challenges that your customers face and provide solutions. Research or Google commonly-asked questions in your industry and answer them in blog posts.



CHAPTER 3, CONTINUED

How to grow your small business with lead management

3. Line up your sales and marketing teams Without question, your sales and marketing employees need to be on the same page if they are going to convert prospects successfully. Establish a mutually agreed upon marketing-sales lead response time so leads are worked efficiently. Keep a centralized database of customer contacts and updated activities that both teams can access. The more visibility and insight available about each lead, the better the odds of closing.

4. Plan the “nurture journey” A nurture journey is how you a) build relationships with prospects, and b) retain lesserqualified leads for future interest. This is often the most neglected part of the lead management process. Make sure you only pass leads to the sales team when they are sales ready. If they aren't there yet, and aren't qualified as the “perfect lead,” keep them in the nurture process until the right time.

5. Invest in marketing automation If you want your business to grow and believe that it will, you'll need to invest in marketing automation software. This tool will automate your lead management processes and show you the impact of your marketing activities. It can save you time and money by eliminating repetitive marketing tasks. This is especially important to small businesses, where the person who fills the marketing role often also wears another hat. An additional benefit of marketing automation software is that it will indicate when a prospect, based on their actions, is ready for a sales conversation.



6. Keep your data clean Quality data will show the effectiveness and potential weaknesses of your sales and marketing activities. Inaccurate data can damage your reputation, lower conversion rates, and cause you to lose prospects. The right Customer Relationship Management (CRM) application can help you accurately track information about your prospects and the sales process.

7. Establish a feedback loop Closing a deal or losing a lead is not the final step. Ask questions so you can gather insights to improve your lead management process going forward. Here are some examples:

- Why was the customer hesitant to buy initially?
- How did we overcome their hesitancy?
- Which product features were a deal breaker?
- How many interactions were required before the purchase?

CHAPTER 4

How to grow your small business with SEO

Search Engine Optimization (SEO) is a way businesses and people can increase the online visibility of their website by strategically fine-tuning and organizing their web content for search engines.

If you are trying to get eyeballs on your business' web site, you have to understand that search engines are robots that can't understand context as a human being does, nor are they able to "see" images or video as a human would. To search engines, your web content is simply a bunch of characters and code. When Google and Yahoo visit your website to index your content, SEO allows you to send signals to the search engines, so that your intent and message are accurately interpreted and categorized.

When SEO is done successfully, not only will the search engines correctly organize your web pages, they'll have a better chance at ranking higher in search results. This makes it easier for your potential customers to find your products.



CHAPTER 4, CONTINUED

How to grow your small business with SEO

Here are five best practices for getting SEO right for a small business:

1. Choose the right keywords Any SEO campaign starts with the right keywords. When choosing a keyword (or two or three keywords strung together) keep in mind the following:

Relevance List keywords that are relevant to your business, product or service you offer. What would a customer type in if they were ready to buy a product (e.g. “buy car” vs. “2012 purple Mazda s3 in Ohio”)?

Search volume Confirm that customers are actually searching for your chosen keywords. You can choose a relevant keyword, but if no one is using that term to find your product, then it’s a waste of time. Plug your keywords into Google’s Keyword Tool to find search volume.

Competition Consider how competitive your keywords are. Avoid taking on an Amazon, Wal-Mart, or another national specialty chain when possible. The key is to identify your advantage to compete with the larger websites. Google’s Keyword Tool will show you how competitive your keyword is.

2. Optimize your content Once you’ve chosen your keywords, emphasize them in website copy. Keywords should take up three to five-percent of the space. Out of 100 words, your keywords should be mentioned three to five times. This is one reason why creating content, through things like a company blog, is so important. Continually updating content gives search engines a regular reminder of your site’s existence. It also demonstrates to customers that you have content relevant to what they are.



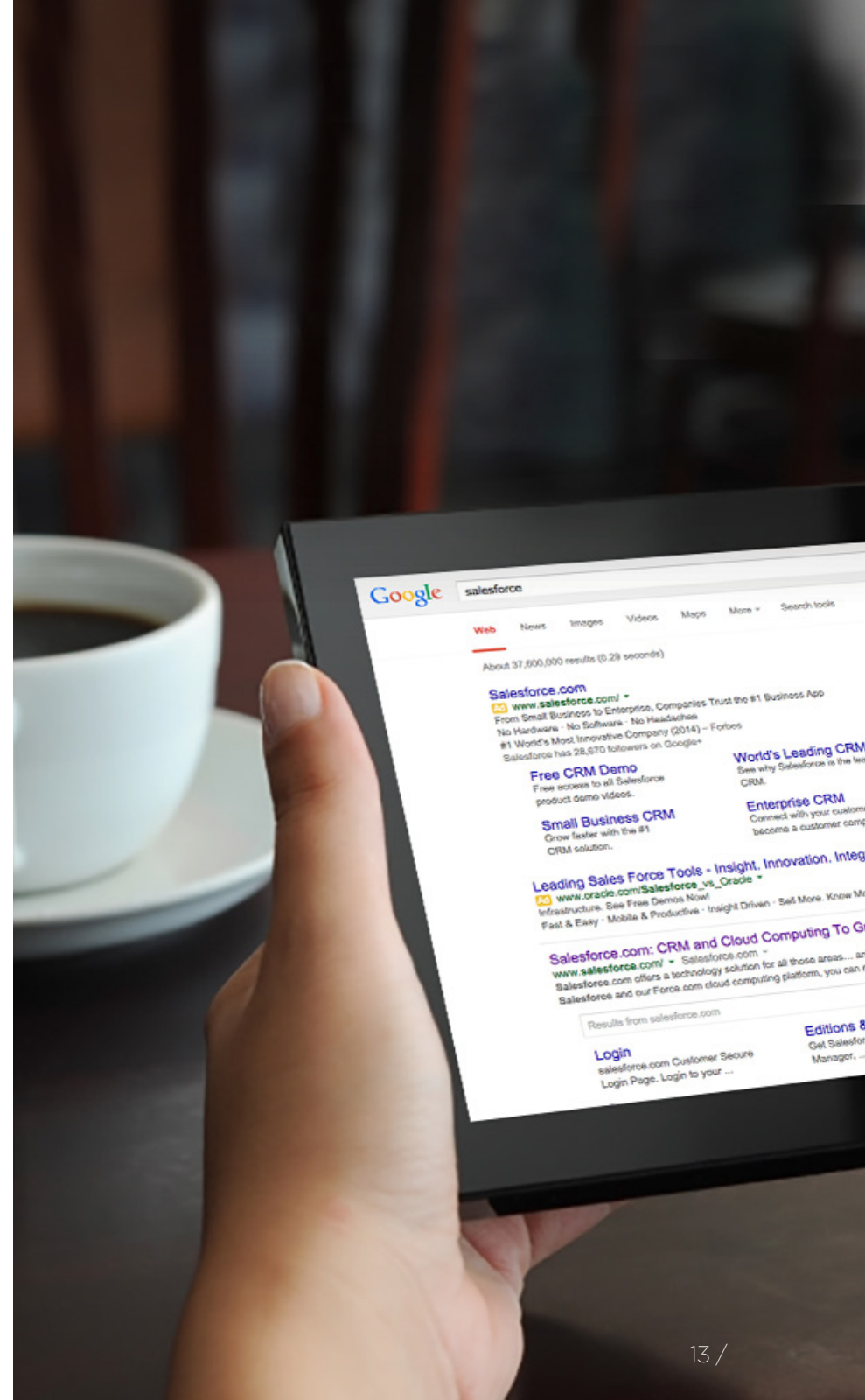
CHAPTER 4, CONTINUED

How to grow your small business with SEO

3. Optimize title and URL When creating page titles on blog platforms, the title you choose will also become the web address, so be sure to include your keywords in your title. (e.g. If your title is “Purple Widgets are the Future,” your URL will be www.yoursite.com/purple-widgets-are-the-future). If possible, move the keywords to the front of the title, where they perform the best.

4. Ask for external linking This element is more difficult, but well worth the effort. Seek out relevant web sites and ask them if they will link back to your site or blog, using your targeted keywords. When Google sees that relevant sites are referring to your site, it helps give your site authority and can bump it up in search results for those keywords. The more external links, the higher the ranking. Think of this step as the “secret sauce” to SEO.

5. Optimize other media Because search engines can’t actually “see” images and videos, you must accurately describe the images and videos that appear on your web site. Be very specific. For example, if the photo is of a woman holding a purple widget, name the image “woman-holding-purple-widget.”



CHAPTER 5

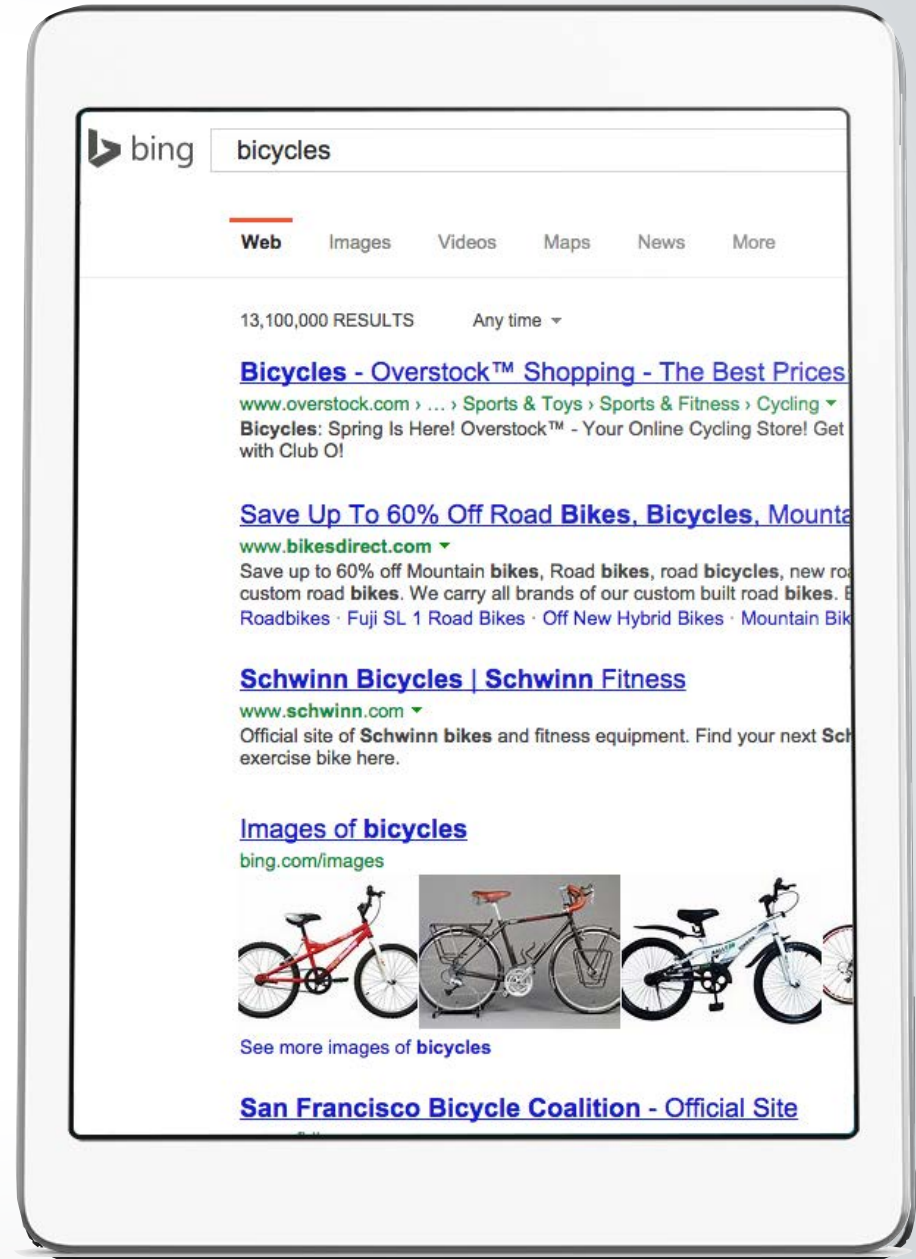
How to grow your small business with

SEM

Search engine marketing (also referred to as pay-per-click and paid search) is what allows you to advertise your business on search engines like Google, Bing, and Yahoo. The ads are differentiated from organic search and appear at the top and along the right side of the page.

Buying Keywords Companies “buy” keywords related to their business and products by bidding on them. Keyword bidding is just like it sounds. An advertiser submits the amount they are willing to pay for each keyword and the ad with the highest bid gets the top position (above the organic search results in the image on page 20). Ads with lower bids get less prominent placement, for example, down the right side.

Choosing Keywords The best way to choose keywords is to put yourself in the shoes of your customers, and identify what they would type in when conducting an online search. Start broad and then narrow it down. If your business sells custom surfboards in Beverly Hills, you could start with “surfboards” and “Beverly Hills,” and then expand to “90210” and “custom.” Search engine marketing (also referred to as pay-per-click and paid search) is what allows you to advertise your business on search engines like Google, Bing, and Yahoo. The ads are differentiated from organic search and appear at the top and along the right side of the page.



CHAPTER 5, CONTINUED

How to grow your small business with

SEM

The following are five benefits of using SEM:

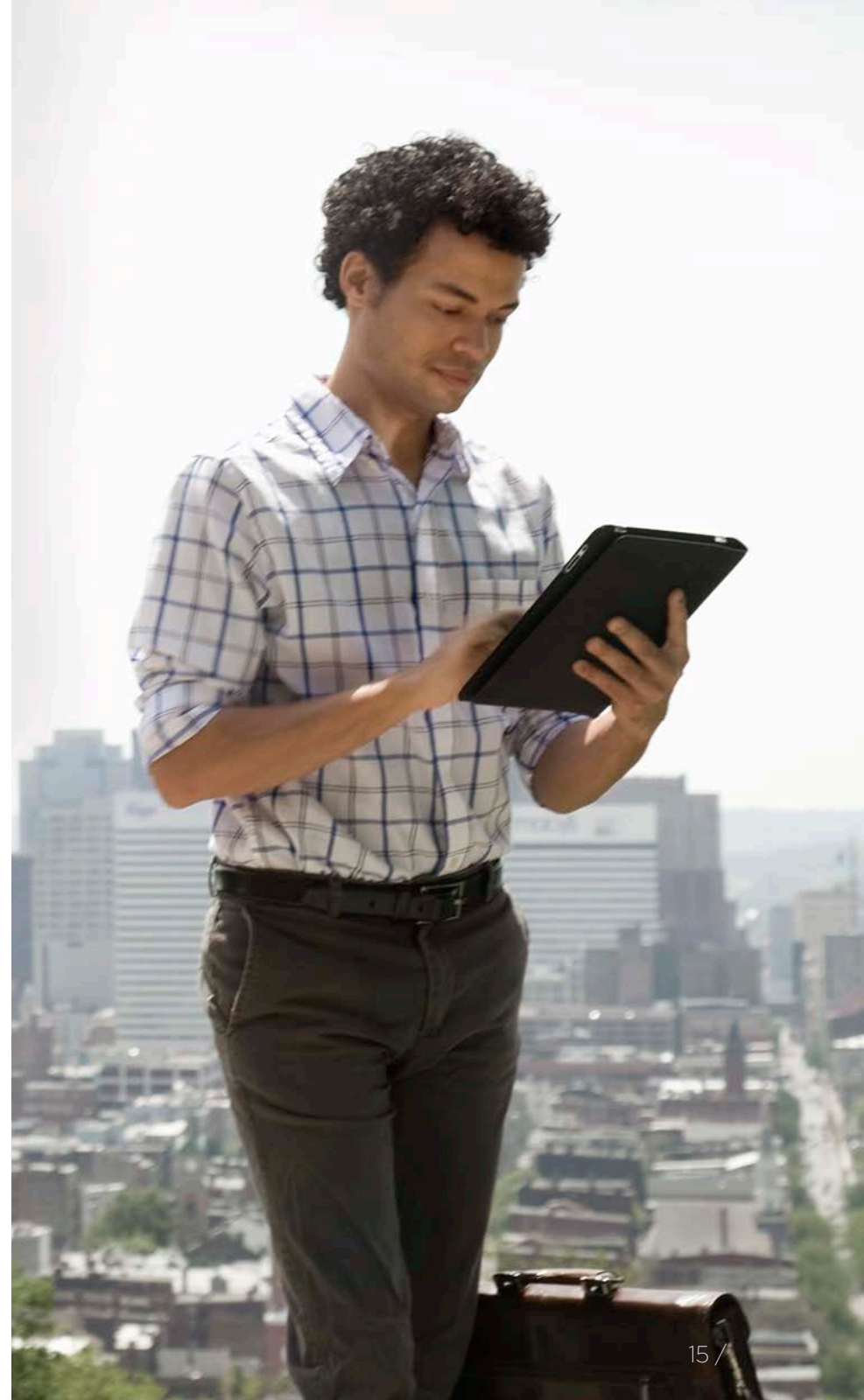
1. SEM levels the playing field Search engines measure relevancy between each ad and each individual search query. Even if you are a small computer store in Ohio, your ad can appear higher than a giant national computer company — if it is deemed more relevant.

2. SEM is easy to measure Paid search is all about numbers. And everything is trackable. SEM advertisers can start viewing data, including how many clicks they received on an ad, or which keyword drove a specific amount of pipeline, within a day.

3. SEM is cost effective With SEM, the advertiser is not charged until someone clicks on the ad, so the average value of return is very good. And while spending more money can potentially help an ad rank, it still comes down to relevancy. A typical SEM budget for a small business can start at \$200 month.

4. SEM can be implemented quickly. A paid search campaign can be launched within a day, which makes it easy to test different messaging and promote a product fast. The process is flexible and changes can be made anytime, anywhere.

5. SEM increases visibility. SEM gives advertisers full control of whom they want to target, which means the right audience is seeing their business and product. The process is much more effective than buying a spot on a billboard, for example, because the tools let you aim a product or service at a very specific audience.



CHAPTER 6

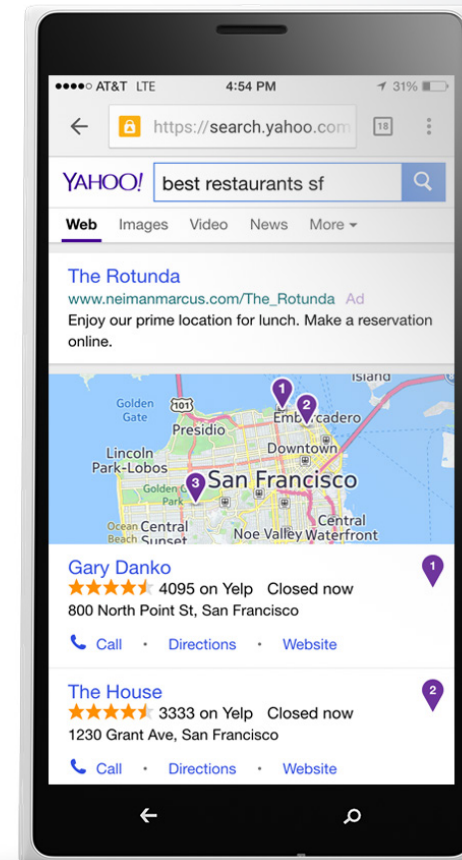
How to grow your small business with

SEM + SEO

SEM and SEO work hand-in-hand

SEM can enhance your SEO marketing strategy. Because SEO on its own won't guarantee a number one position or an appearance on the first page, SEM helps fill in the gaps. Below are some of the additional SEM benefits, regardless if you are ranking or not in organic search.

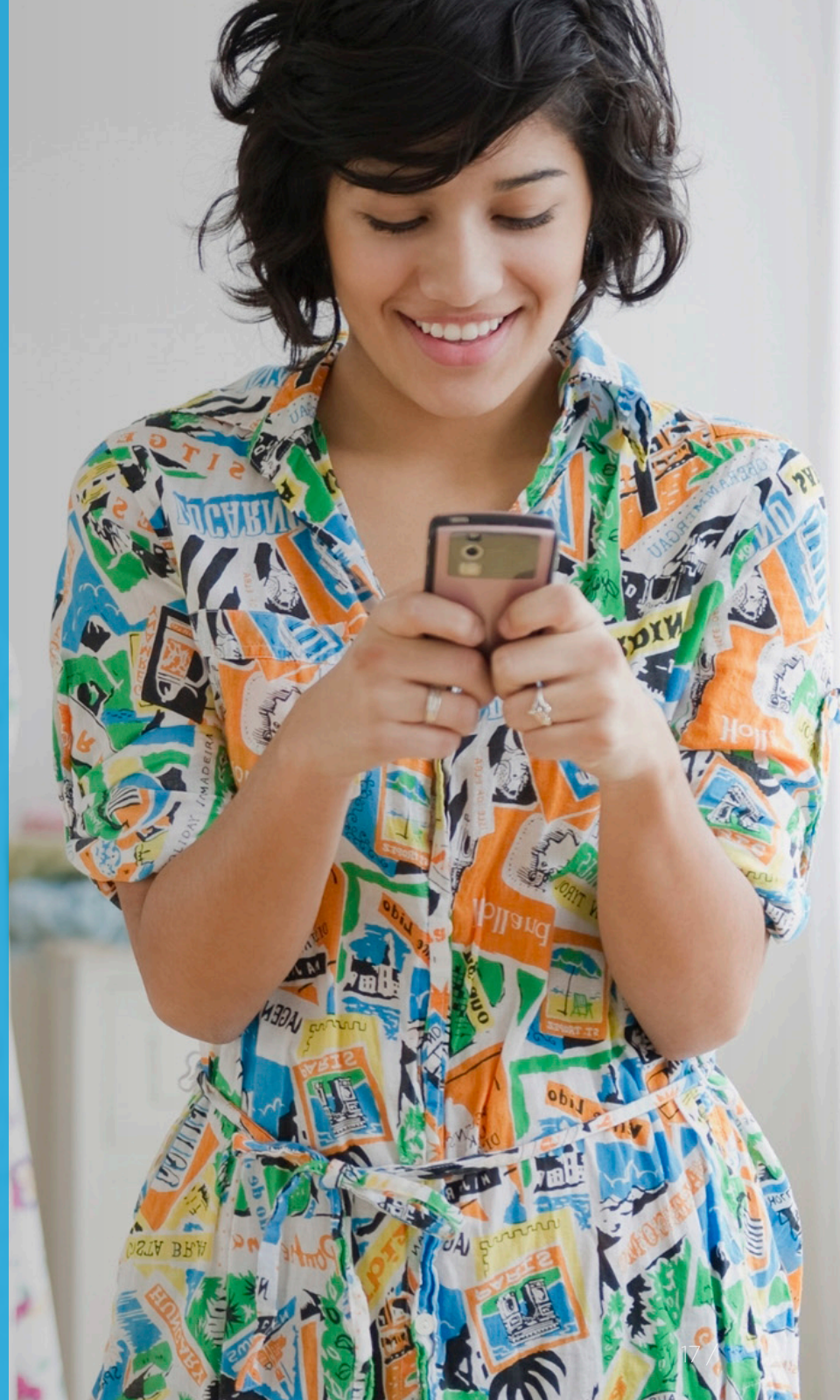
- Brand protection to reduce the possibility of a competitor capturing visitors to your site or creating a negative user experience.
- More control over the visitor's journey.
- Faster updates on messaging and promotion.
- Ability to test on messaging, offers, and landing page.
- Increased barrier of entry from allowing other advertisers to bid on your brand and owning impression share.
- Increased visibility by taking up additional space in the search results page.
- Improved quality of the entire SEM program.



CONCLUSION

As you implement new marketing techniques, use this e-book as a guide and keep in mind these five takeaways:

1. Of all the marketing channels, email has the highest ROI per dollar spent.
2. Use your social media content to be transparent, build trust, create awareness, tell a story, respond to feedback, and to show your business's personality. Keep it short and don't overshare.
3. Finding a successful way to convert leads into customers is how you grow and thrive. This is best done when your marketing and sales departments work hand-in-hand.
4. SEO gives you control over how search engines understand your web site so customers searching for your product or service can find it.
5. Enhance your SEO marketing strategy with SEM. Because SEO on its own won't guarantee a number one position or an appearance on the first page, fill in the gaps with SEM.



Sales solutions that will make your business more productive

Customers who use Salesforce
report seeing, on average:



Salesforce helps you grow sales with a transparent and repeatable sales process. That's why it's the world's #1 CRM (customer relationship management) solution. See how we can help you grow sales — and business, faster.



[SEE DEMO](#)

[GUIDED TOUR](#)

[CONTACT ME](#)

The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor or professional engineer to get specific advice that applies to your specific situation.

©2015 Salesforce.com. All rights reserved.

Resources you might like:



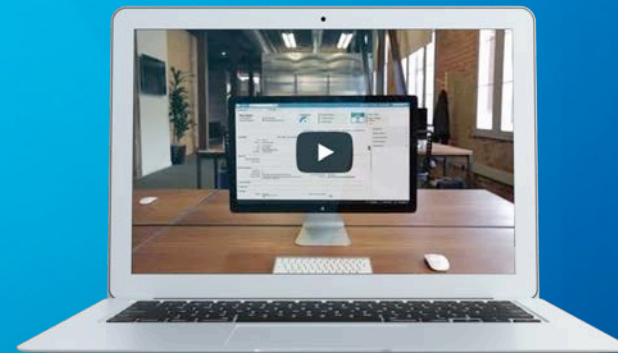
How A CRM Helps Your
Business Grow

DOWNLOAD



How to Make Your Road
Warriors More Productive

DOWNLOAD



Watch a Demo

WATCH NOW



THE CUSTOMER SUCCESS PLATFORM