THE MARKETING UMBRELLA
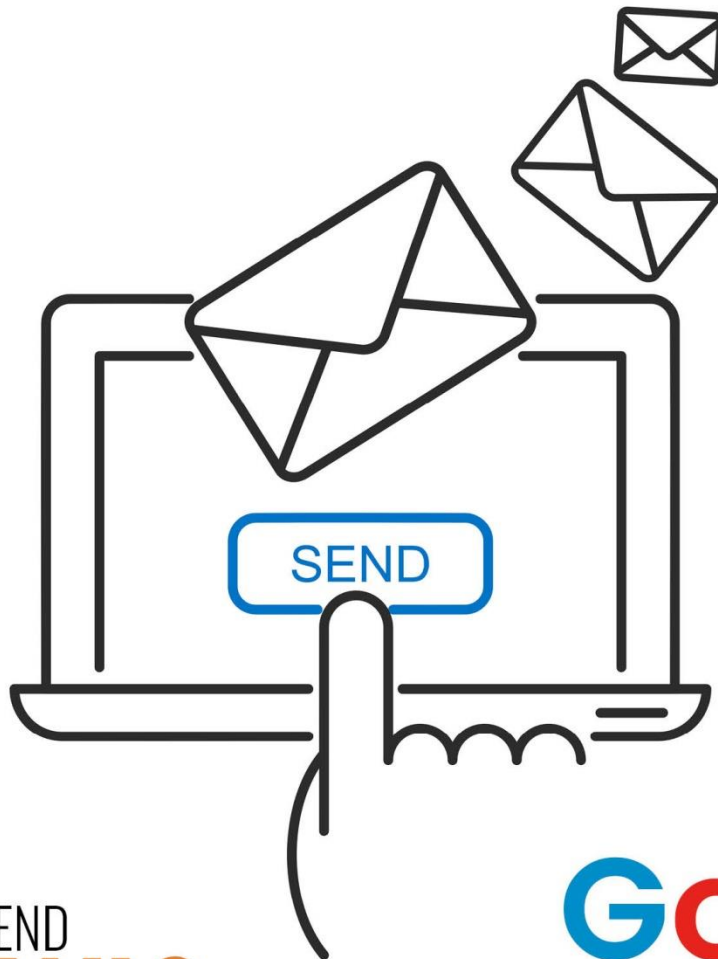
The 3 Most Common
MISTAKES
Everyone Makes with
facebook Ads

Why Every Single
SMALL BUSINESS
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BULK EMAILS
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Welcome To The Marketing Umbrella Magazine

Thanks for checking out our latest issue of The Marketing Umbrella, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

BROUGHT TO YOU BY

Umbrella Local is a national, full service digital marketing firm, focusing on helping small businesses grow their revenue and profits.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions to generate more sales for your business using the power of online marketing.

Why Every Single Small Business Needs DIGITAL MARKETING

Digital marketing isn't optional.

The fact remains, though, that only 84% of businesses have a content marketing strategy as of early 2021. 16% don't.

If you're one of the people who has put off digital marketing or done it haphazardly, it's time to get serious about it. You may have claimed your Google My Business listing – and that counts as digital marketing. It's also the bare minimum you can do.

So, with that in mind, let's talk about why every small business – including yours – needs digital marketing, and which marketing strategies we recommend.

What is Digital Marketing?

Some small business owners don't understand what digital marketing is and that's part of the problem, so, let's start with a definition.

Digital marketing is the sum of any efforts you make to promote your business online. It may include:

| SEO | Social Media Advertising | Blogging | Social Media Posting | Email Marketing | Business listings | Video Marketing | Search Engine Advertising (PPC) |

The key to making the most of digital marketing is choosing the strategies that are most likely to deliver the results you want.

Target Local Keywords

The first thing you need to recognize is that in the world of digital marketing, everything is local. If you try to compete for the same keywords used by big corporations with huge marketing budgets, you're going to lose. You'll get far more bang for your buck if you think local.

Local keywords should be a combination of industry-specific words that identify what your business does and local words that let people know where you are. For example, a dentist in Minneapolis might target words such as:

> Minneapolis dental practice
> Twin Cities dentistry
> Emergency dental care Minneapolis

You get the idea. You want the words you target to be specific to both your business and your location. Google prioritizes local search already and optimizing your website and ads for local keywords will give you the best possible chance of connecting with people in your area.
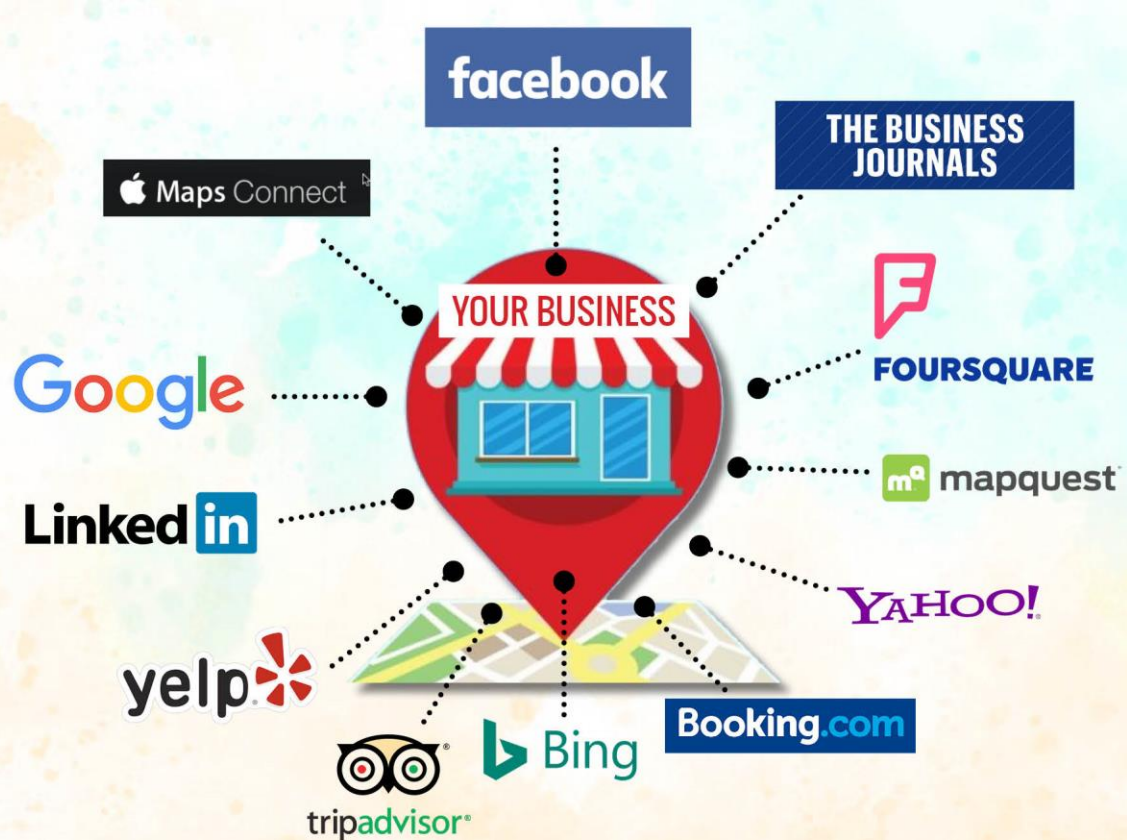
Claim Your Local Listings

A big part of digital marketing is creating a consistent online presence. A person who finds you on Yelp should have access to the same basic information about your business as someone who searches for you on Google or someone who navigates directly to your website thanks to a referral from a friend.

Local listings such as Google My Business, Yelp, Angie's List, and others act as online directories. They're there to help people find the businesses they need. If you haven't already done so, you should claim every listing for your business. Once you've done that, it's time to update and standardize all information to create a seamless presence.

Use Social Media Wisely

Social media should be part of your digital marketing strategy. As of 2020, 3.8 billion people worldwide use social media. Your customers use social media.
The trick, of course, is to know which social media options your customers prefer. B2B companies should focus on LinkedIn. Any company with a visual or aspirational product would do well to invest in Instagram and Pinterest marketing. Most small businesses can benefit from having a Facebook presence.

Once you've decided which social media accounts to create, you still need to use them wisely. That means using both organic posts and advertising to connect with your target audience. Small businesses can focus on local customers by using carefully-chosen hashtags and participating in community events such as Throwback Thursday.

Don't Forget Email Marketing

Email marketing isn't the new kid on the block, but it is still one of the most cost-effective digital marketing strategies around. It's particularly effective for keeping existing customers engaged and coming back to your business.

If you don't already have an email list, you can build one by creating content to give away and advertising it on Google or social media. If people want to download the content, they'll need to provide you with their email address.

You can get the most from your email marketing by creating unique content for the people on your list and combining it with special coupons and giveaways.

Advertise on YouTube

YouTube advertising is something that a lot of local businesses miss out on because they don't understand how effective it is. Fully 90% of consumers say they have learned about a new product from seeing an ad on YouTube.

Marketers agree that pre-roll skippable ads are the most effective format for YouTube ads. However – and this is anecdotal – we've noticed an increase in the number of short, non-skippable pre-roll ads we're seeing. Consumers are less likely to mind sitting through a 15-second ad they can't skip than an ad that's longer and not skippable.

YouTube is owned by Google and that's one reason that YouTube is a great option for retargeting customers who have visited your site without buying anything.

Encourage Reviews

You already know that reviews are important. You should consider them an essential part of your digital marketing strategy.

If you're not already doing so, start encouraging customers to write online reviews. You can ask them in person if you have a brick-and-mortar store or, if you have an email list or Facebook account, ask them to leave a review and link to your preferred review site.

Optimize for Mobile

It's safe to say that in 2021, all digital marketing is mobile marketing. We don't mean that nobody accesses a website or social media on a computer but it's a fact that mobile search has surpassed desktop search and almost everybody has a smartphone.

In practical terms, that means you've got to be sure that your website is optimized for mobile. Ideally, you should have:

> A mobile responsive design that looks equally good on any device
> Mobile-friendly content
> Clickable buttons

No mobile user should need to zoom in to hit your call to action button or scroll horizontally to read your blog posts. There's no excuse for ignoring mobile users – so don't do it.

Digital marketing is here to stay – and it's time to take it seriously. By focusing on the marketing strategies we've mentioned here, you'll be able to differentiate your business from competitors and attract a steady stream of new customers.
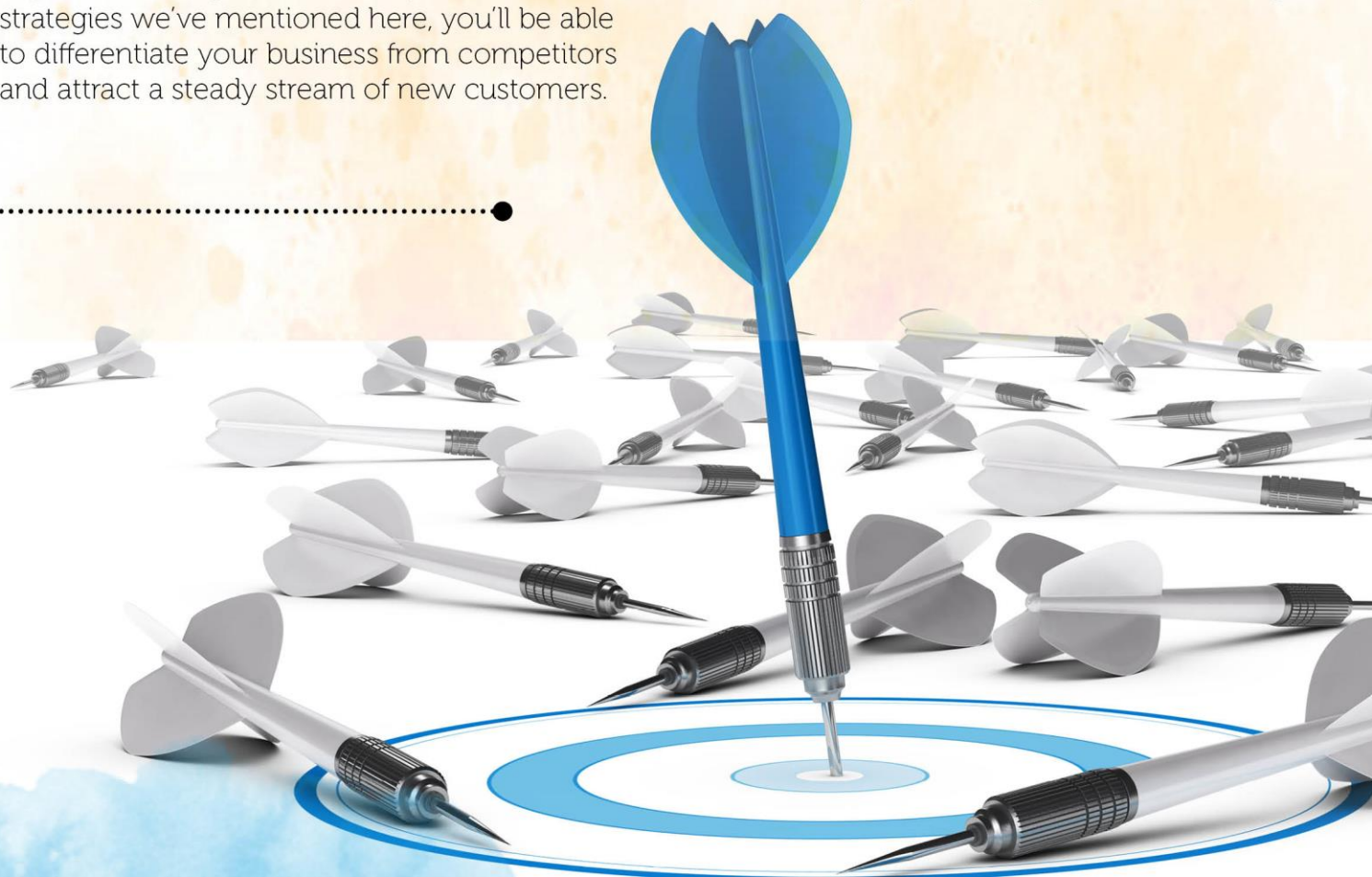
Here's How to Send
BULK EMAILS
Without Ending UP in the Spam Folder

Is your email open rate low? If the answer's yes, then it may be because your bulk emails are being marked as spam.

Nobody likes spam.

Once your emails are flagged, they're far more likely to miss your subscribers' inboxes and land in the junk folders. There's no denying that's a bummer.

The good news?

There's a process you can use to increase the likelihood that your emails will reach their intended recipients. It might seem involved but once you've done it, you should see an increase in your open rates – and it will be easy to maintain your non-spam status going forward.

LIST MAINTENANCE

It's common for business owners to believe that having a lot of subscribers is better than having a few subscribers, but that's not true. You're better off with a small list of engaged readers than a large list of people who mostly ignore your emails.

Start by identifying inactive subscribers, meaning people who haven't engaged with any of your emails in the past 90 to 180 days. Then:

- Send one last email to try to reengage them
- After a few days, delete any addresses that remain inactive

Deleting inactive subscribers helps because it minimizes the chances that people who don't want to be on your list will mark your emails as spam. You'll also eliminate invalid or abandoned mailboxes where incoming emails are labeled as spam. Finally, you'll increase your engagement rate and that plays a role in how email providers flag spam.

Going forward, it's a good idea to review your list regularly – once every two months should be often enough – and send out a reengagement email to inactive accounts. That way, you'll stay on top of list maintenance and minimize the chances of things getting out of control again.
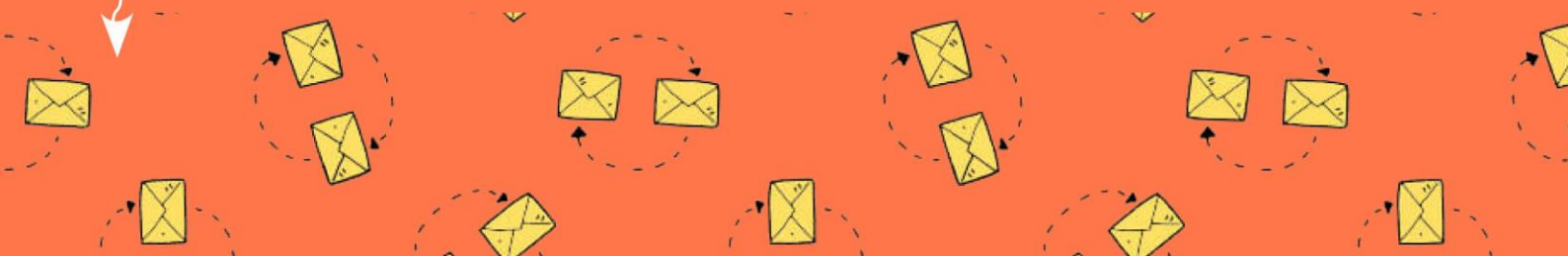
REWRITE YOUR SUBJECT LINES

The next step is to review and rewrite your subject lines. Some words are highly correlated with spam. We're talking about words like:

- Free
- 100% Free
- Guarantee
- Bargain
- $$$
- Password

You should also avoid writing headlines all in capital letters or with exclamation points. Anything that is too gimmicky or "salesy" may be a problem because spam filters are programmed to flag these words and formats.

A good way to determine whether your subject lines are spammy is to open your spam folder and compare what you're writing to what you see. If your subject lines would be more at home in the spam folder than in your inbox, it's a good sign that your subject lines should be rewritten.

The best email subject lines are short and to the point. A good rule of thumb is to keep your email subject lines to no more than 8-10 words or 60 characters. But the shorter the better. That way, people can read the whole subject line in their inbox. Also, make sure that the subject line of your email reflects the content of the email. Nobody likes a bait and switch.

CREATE HIGH-QUALITY CONTENT

Do you spend time crafting the content of your marketing emails or are you churning them out in a rush? If it's the latter then it could be that sloppy or careless content is hurting you. Start with the basics. You should be proofreading every email carefully before you send it. If spelling and grammar aren't your strong suits, use Grammarly to catch mistakes.

You'll also need to keep your emails brief and to the point. While some people may not

mind getting emails that take 20 minutes to read, most people prefer something they can skim or read quickly. If you have that much to say, break up your content and create an email series.

Be careful not to include too many images. It's good to break up text with images but many email providers block images as a matter of course. If you aim for 80% text and 20% images, you should be safe from most spam filters.

AVOID IMAGE-ONLY EMAILS

We've lost track of how many times we've seen spam emails that consist only of images. Why? Because spammers often use images to hide text because email providers can't "read" images. Image-only emails are automatically more suspicious than emails with a good balance of text and images.

We get it. It might be tempting to avoid HTML hassles by creating a beautiful graphic of your email content and sending it to your list, but you shouldn't do it. Not only are image-only emails more likely to be flagged as spam, they're also often not readable. Some email providers automatically block images.

You should also keep in mind that image-only emails are not as user friendly as text-based emails. People who are vision impaired often rely on text readers to read email. These readers are incapable of reading images and that means that you're potentially rendering your emails useless to anybody who uses a reader to access them.

USE A LEGITIMATE "FROM" EMAIL ADDRESS

If you get a lot of email, then we're willing to bet that you also see a lot of email address that follow this format:

no-reply@companyname.com

You might think that you're saving some time and aggravation by making it impossible for people to reply to your emails. However, there's a catch.

A lot of the time, people don't notice the "no reply" part of the email and they will try to respond anyway. That means you're potentially missing out on a chance to engage with your subscribers – but that's only part of the problem.

The bigger issue is that one of the things that email providers look at when deciding whether an email is spam is the sender's email address. Not every "no-reply" address will get flagged as spam, but many will. That means your emails may not make it to your subscribers' inboxes at all.

Another benefit of eliminating "no-reply"

email addresses is that subscribers often can't add them to their address book or safe senders list. When we subscribe to email lists, we always like to add the sender to our address books as a way of ensuring that their emails make it to our inboxes.

So, an easy fix is to simply create a valid email address and use that to send your bulk emails. Yes, you may need to filter through some responses – but at least you'll know that subscribers are receiving your messages.
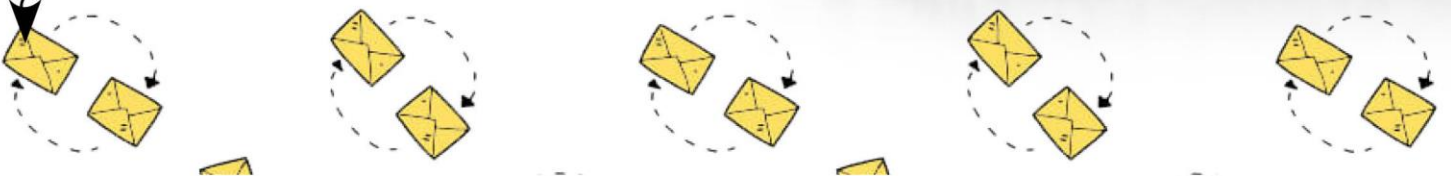
INCLUDE AN UNSUBSCRIBE LINK

It should be easy for your subscribers to leave your list.

Wait, what?

Hear us out. Legitimate businesses only want subscribers who are genuinely interested in their products or services. It's a waste of money to continue to send emails to people who aren't opening them. Making it easy to unsubscribe is a way of signaling to email providers that you're not someone who's trying to rip people off.

Let's say someone decides that your emails are no longer useful to them – for whatever reason. They look for an unsubscribe button or link and they can't find one. What's their next logical step? They report your email as spam because it's the only obvious way to get rid of it.

You are receiving this email because you opted in via the Key Values website.

If you want to get in touch with me:
👉 lynne@keyvalues.com
👉 @lynnetye or @keyvaluesio

If you're new, you can find past newsletters here.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

That's not what you want. The unsubscribe link should:

- Be placed in the footer of your email where everybody expects it to be.
- Be easy to read – that is, don't hide it in an image or in a long sentence.
- Not require anybody to log in or reply to you to unsubscribe.
- Require one click (ideal) or a maximum of two clicks to unsubscribe.

You should test your unsubscribe link to make sure it works as intended. You may want to ask people why they want to unsubscribe, but a one-click unsubscribe link is ideal. It should be as easy as possible for people to opt out of receiving your emails.

The bottom line is that it's better to have a pared-down list of engaged subscribers than it is to have a huge list comprised of people who aren't all that interested in what you have to offer. The steps we've outlined here will help you refine your list and avoid being labeled as spam.

The 3 Most Common

MISTAKES

EVERYONE MAKES WITH

facebook Ads

Did you know that the average Facebook user clicks on 12 ads per month? It's true – and it illustrates why Facebook ads are still one of the most cost-effective ways to connect with your target audience and promote your business.

If only you weren't messing them up.

Look, we can't say whether your Facebook ads are perfect. Maybe they are. But the truth is that most people do mess them up – and the mistakes they make cause their ad campaigns to be more expensive (and less effective) than they should be.

Fortunately, there's a quick fix. Once you understand the 3 most common mistakes people make, you can stop making them – and starting to get the results you deserve. Here they are.

#1: Targeting Ads to People Who Aren't Already Fans

This first mistake can be a real head scratcher for small business owners. Aren't you supposed to use Facebook ads to grow your audience?

The short answer is no, not really. You can – and we're not saying that you should never run an ad that targets new customers. But you'll get more engagement and more clicks if you target the people who already like your company.v

If you think about it, it should make sense. The people who follow you on Facebook are qualified leads. Some may have already bought from you but all of them are people who had enough interest in your company to click that Follow button.

Running ads that appear only to followers is a great way to nurture leads, encourage repeat business, and let your followers know that you want them to connect with you.

Very few people can get an ad right the first time they create it. Even professional marketers struggle with creating ads that work and it's what they do for a living.

A case in point? Ad images. The right image can stop someone mid-scroll and get them to click on your ad. The wrong image will make them ignore your ad or – worse – view it with disdain.

There's only one way to find out which image will resonate the most with your target audience and that's to test multiple images.

Now, we'd be remiss if we didn't say that you should be testing everything in your ads. But images have the potential to make or break your ad in a heartbeat and that means you should be prioritizing them. You may want to check out Facebook's breakdown of ad image best practices, here.

#3: Not Segmenting Your Ads

The third and final mistake we want to tell you about is one that may also be the most common: not segmenting your ads.

There's no denying that it requires less effort to create a single ad for to reach every follower. The problem is that an ad that's highly appealing to one follower may be a complete dud for another. You'll be better off thinking about the various segments of your target audience and creating an array of ads to appeal to each segment than to try to shoehorn everybody into the same box.

Let's consider one potential example of this. Imagine a flooring company that has multiple service areas and locations. They create a single ad that targets their entire list of followers. That might be okay, but think about how much more successful they would be if they:

- Created location-specific ads that let their followers in each service area know that they are a local company.
- Used images that were tailored to each location.
- Offered location-based incentives to people who click on each ad.

The main thing to remember is that it's rare for a "one size fits all" ad to be as effective as an ad that is targeted to a specific segment of your audience. People are far more likely to respond favorably to an ad that is meant for them than to one that's trying to be all things to all people.

Facebook ads are undeniably effective if you do them right. By reviewing your existing ads and eliminating the 3 mistakes we've outlined here, you can get more engagement, more clicks, and more leads than you are now – without spending more money.

Google

Local Service Ads

### EXPLAINED

You want to connect with local customers who are in the market for the services you provide. You've probably spent some time optimizing your website. You may have paid for Google Ads. But if you're not focusing on Google Local Service Ads, you're missing out on the most highly qualified leads around.

What is a Google Local Service Ad? Why should you care? Keep reading to learn more.
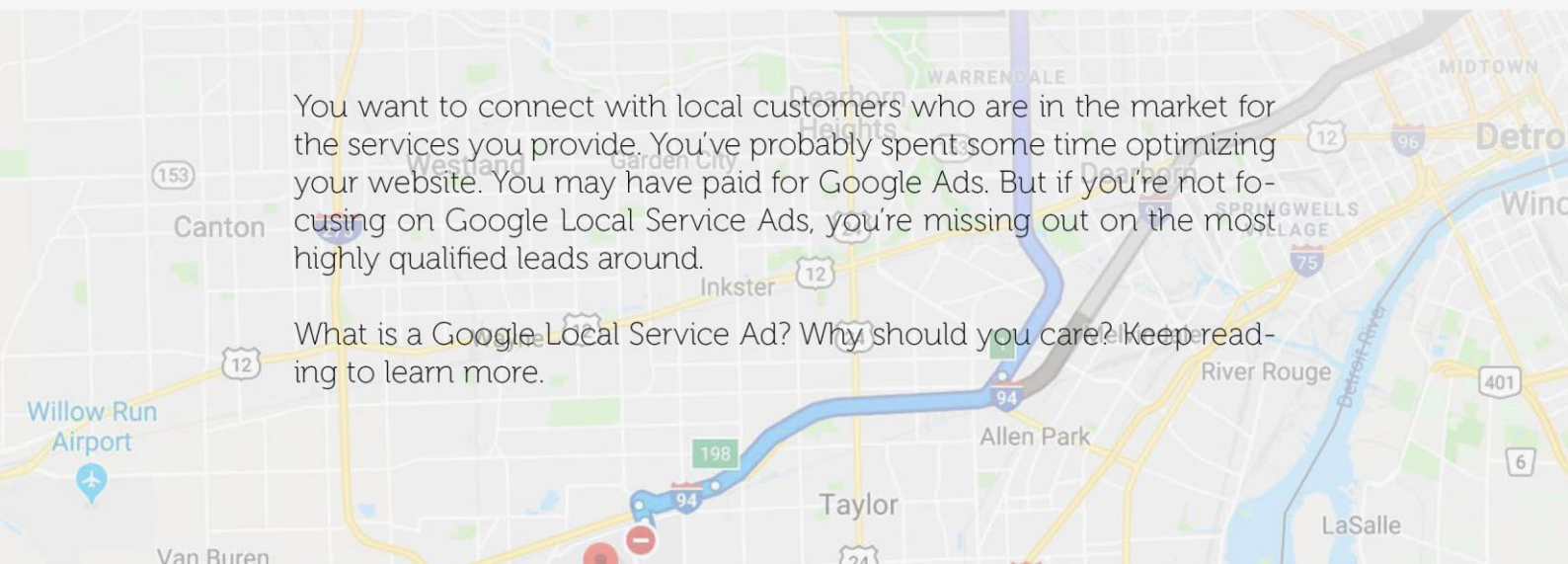
What Are Google Local Service Ads?

We talk to a lot of small business owners and a lot of them don't know about Google Local Service Ads – so let's start with the basics.

Google Local Service Ads are ads that appear at the top of Google's search engine results page when someone searches for a local service.

If you know anything at all about digital marketing, you know that having an ad for your business appear right at the top of the Google SERP is a huge advantage.

Google Local Service Ads aren't available to everybody. You need to earn a spot there based on your ratings and that's because Google guarantees the services of the companies whose ads are displayed.

Components of a Google Local Service Ad

The first thing you should notice about Google Local Service Ads is that they highlight reviews by displaying your average rating and the number of reviews available for prospective customers to read. Considering that nearly 9 out of 10 consumers rely on online reviews to make purchasing decisions, it's impossible to put a dollar value on having a high review rating displayed at the top of the SERP.

When a prospective customer clicks on a Google Local Service Ad, they will see additional information about your business, including:
- Your business phone number and
  address
- The services you provide
- Your hours of operation
- The areas you service

- Business highlights such as your
  BBB rating or awards you have
  received

Scrolling down allows people to see your Google My Business reviews. While people do check other review sites such as Yelp or Angie's List, Google My Business reviews are the most trusted and viewed reviews online.
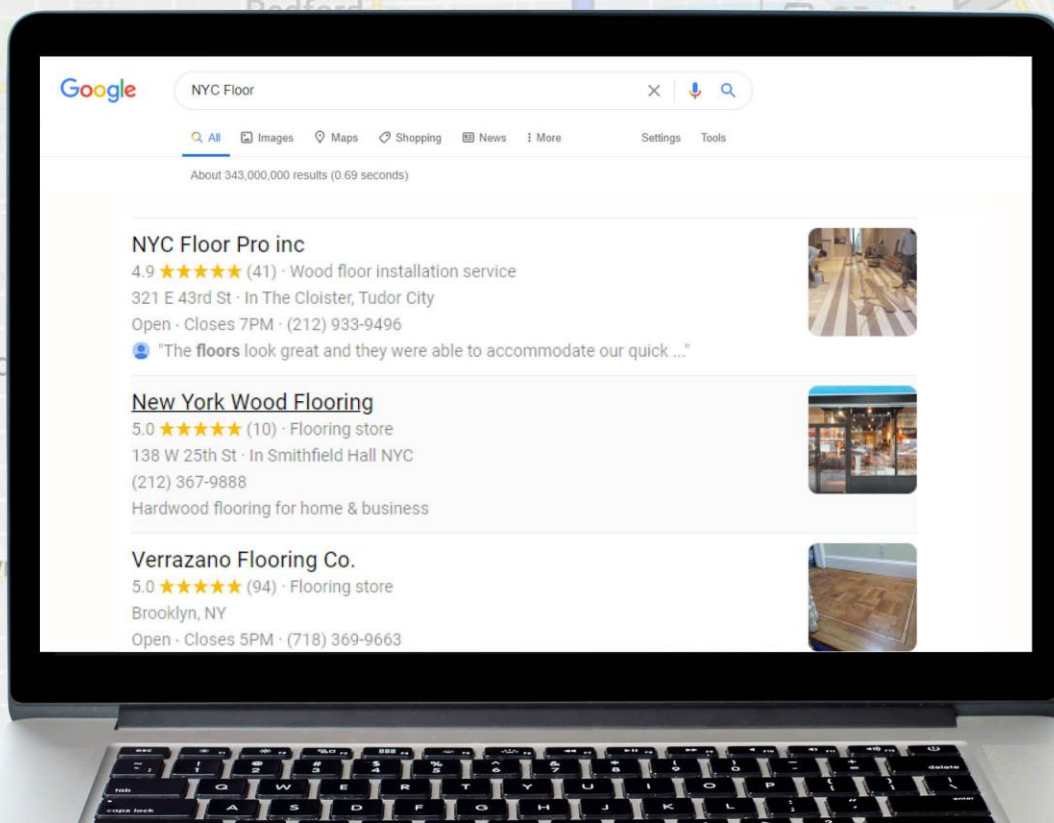
One of the questions we hear most frequently about Google ads in general has to do with their efficacy when compared to organic search. It's a valid question.

It's undeniable that earning a spot at the top of Google's organic search results is a huge advantage. Research shows that the first three organic listings get the lion's share of clicks. Here's how it breaks down:

- The #1 listing gets 28.5% of clicks
- The #2 listing gets 15% of clicks
- The #3 listing gets 11% of clicks

In total, the top three listings grab 54.5% of all clicks. By the time you get to the 10th spot, the listing gets only a 2.5% click-through rate. Companies on the second page are even lower – and most searchers never get that far.

You may have read that a lot of people skip right over the ads that appear at the top of Google – and that's true, as far as it goes. However, Google Local Service Ads are different. Here's why. The first thing to note is that typical Google ads include a headline and what essentially amounts to a sales pitch, like this:


Ad · www.empiretoday.com/ ▼   (866) 682-0096

Empire Today® 50/50/50 Sale - Get 50% Off Carpet & Flooring

50% Off select styles of Carpet & **Flooring**, 50% Off Pad & Materials, 50% Off Installation. Shop At Home. Next-Day Install. Quality **Floors**. Financing Available on Approved Credit. After Work Appointments. Durable & Long Lasting. Stain & Scratch Resistant.

Hardwood Flooring · Special Financing · Vinyl Flooring · Free In-Home Estimate

In other words, it's obviously an ad – and just as many of us skip past commercials when we can, we also prefer to skip online ads when they are trying to sell us something. We prefer to do our own research.

What differentiates Google Local Service Ads from traditional ads is that they don't look like ads. What they look like is a recommendation of a top-rated business. That makes them instantly more valuable and more trustworthy than regular ads in the eyes of consumers. Another way of looking at it is that they combine the benefits of advertising – most importantly, a spot at the very top of the SERP – with the benefits of organic search.
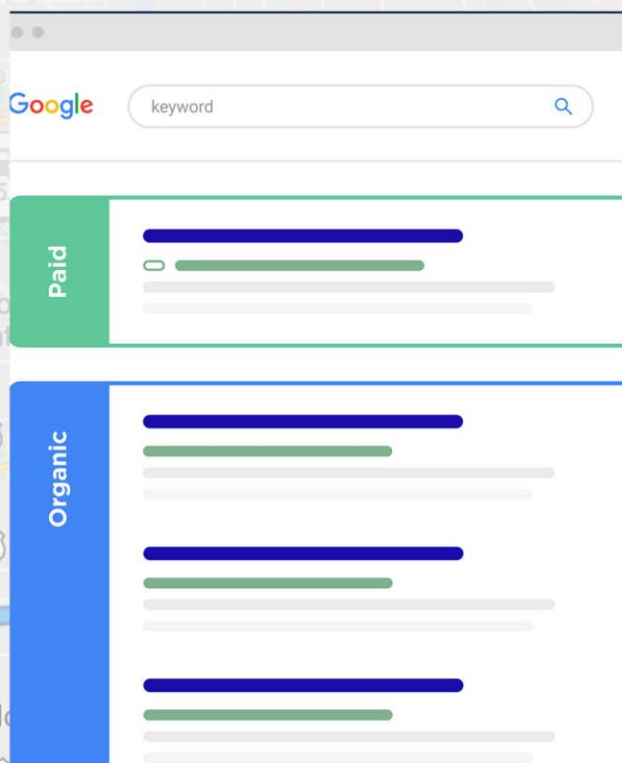
About 1,630,000 results (0.68 seconds)

50+ plumbers serving San Diego   Sponsored ⓘ

Colepepper Plumbing   United Plumbing Heatin...   Anderson Plumbing, He...
4.8 ★★★★★ · See reviews   4.9 ★★★★★ · See reviews   4.8 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED   ✓ GOOGLE GUARANTEED   ✓ GOOGLE GUARANTEED
San Diego   San Diego   San Diego
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High Quality Materials. Modern **Plumbing** Equipment. Top Quality **Plumbing** Repair Service.
Quick & Efficient Service. Knowledgeable Staff. Professional Installation.
View Our Gallery · About Us · Water Heating · Plumbing Services

What Are the Differences Between Google Local Service Ads and Google Ads?

You probably already know how traditional Google Ads work. To have your ad displayed on the SERP, you must bid on your chosen keywords and beat out the other people (or at least most of them) who are bidding on the same words.

You must earn your way to a Google Local Service Ad but there's no bidding process. The other key differences are:

- Google Ads are pay-per-click and Google Local Service Ads are pay-per-lead. That means you pay only when a prospective customer contacts you via the ad.

- Google Local Service Ads are Google Guaranteed, which means that Google will refund a customer's money if they're not satisfied.

- Companies "rank" for Local Service Ads based on the number of customers they serve and their average review rating.

A Google Local Service Ad is a stamp of approval from Google and is therefore more valuable than a traditional PPC ad.

HOW TO GET A GOOGLE LOCAL SERVICE AD FOR YOUR BUSINESS

Let's review the steps to get a Google Local Service Ad.

1. Check your eligibility by going to Google's local service homepage and clicking the Get Started button.

2. Create your Local Ad Services profile, including your name, your company name, the services you provide, and other relevant information. Be aware that you should list only the services for which you have licensure.

3. Submit the required paperwork. Since Google is guaranteeing your work, you must submit copies of your licenses and other documentation.

4. Complete the background check. Google conducts background checks on you and your employees. Google pays for the background checks and the process is simple.

5. Set your advertising budget. Once you're confirmed, you'll need to decide how many leads you're prepared to pay for each week or month and submit that to Google.

Once you've completed the steps, your ad will appear if you rank against other verified service providers in your area.

If you can qualify for a Google Local Service Ad, we highly recommend taking advantage of their benefits. They offer an easy way to get qualified leads every day.

Make 2021 the
BEST YEAR EVER!

From Responsive Web Design and Local SEO to Social Media Advertising...

We have the design & marketing savvy to help your business achieve record sales numbers this year.

Don't believe it?

Contact us today for a complimentary marketing plan – we'll show you exactly how to generate more targeted traffic, more customers and MORE SALES online - No strings attached!

Umbrella Local