



THE MARKETING UMBRELLA

How
**INBOUND
MARKETING**
Can Transform Your Business

How to **Build Trust**
in Your **Brand** with
USER-GENERATED
CONTENT

SEO OR PPC
Where Should I **Focus** my
DIGITAL MARKETING
Budget?



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A small business operating in today's fast-paced marketplace needs to react quickly to the ever-changing whims of customers. That means you should be crafting a message and brand story

that naturally draws in the attention of your audience. With inbound marketing, content is king. The goal is to create highly engaging and attractive content that speaks directly to your most desirable potential customers. So how can inbound make a difference in your business? Read on to get all the details.

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Marketing is all about finding the best ways to promote your products and services. It is leveraging whatever channels are available to get as many

potential eyeballs from highly engaged consumers focused on your brand. As the traditional billboards and radio ads of the past worked for a marketing strategy to grow awareness, SEO and PPC offer budget-friendly solutions for the digital marketplace. The only challenge is figuring out where to leverage their benefits the most, so you don't blow your next quarter's operating budget telling the world how great your new mousetrap is, only to find you've been talking to pet owners who love mice.

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Did you know that right now, it's very likely that a prospective customer is browsing your brand's social media and website to determine if you are the right fit for their hard-earned

money? It's true. They are not only looking at the content you carefully crafted to encourage them to click on that all-powerful "Add to Cart" button. Consumers are also considering user-generated content such as consumer reviews, unboxing videos and even podcasts that go into painstaking detail about your products and services. Just like a recommendation from a family friend, user-generated content builds trust in your business, making the decision whether to buy or not, a no brainer.

Welcome to the Marketing Umbrella Magazine



The best source to generate more sales for your business with online marketing.

Each month we break down the complexities of a few key digital marketing strategies.

We make it easy to understand so you can decide if they should be implemented in your business.

It doesn't matter if you're just starting out, or an established business owner, you will benefit from harnessing the power of digital marketing.

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BROUGHT TO YOU BY

Umbrella Local is the leading digital marketing agency focusing on helping small businesses grow with digital marketing.

Umbrella Local has local marketing experts in almost every market.

We provide dependable growth strategies that will increase your sales. Many of our services are result-based, which means you only pay when we reach the agreed goal.

If you want experts to handle your marketing for affordable prices and dependable results, reach out to Umbrella Local.



How

INBOUND MARKETING CAN TRANSFORM YOUR BUSINESS

Inbound marketing produces more results at lower costs than traditional outbound marketing. We wanted to start right from that fact, because it is a powerful statement about how you need to think about your marketing budget.

A small business operating in today's fast-paced marketplace needs to react quickly to the ever-changing whims of customers. That means you should be crafting a message and brand story that naturally draws in the attention of your audience.



WHAT IS INBOUND MARKETING?

With inbound marketing, content is king. The goal is to create highly engaging and attractive content that speaks directly to your most desirable potential customers. For example, if you have a website devoted to everything about running 5Ks and marathons around the United States, you would commit to writing, promoting and developing content geared towards consumers who love to run in the Boston Marathon or local Turkey Trots.

Inbound marketing feels more authentic than outbound marketing because it focuses on organic content. It makes sense for a company selling fishing lures to feature brand messaging, stories and videos where their customers use their lures as they fish.

Outbound marketing, on the other hand, feels more "salesy," because it involves never-ending calls to action that conjure reluctant experiences with used car salesmen bartering the price tag of a 1998 VW Bus.

HOW TO LEVERAGE INBOUND MARKETING

There are numerous ways to create inbound marketing that attract your customers' interest. SEO tops the list, because it uses keywords directly targeting your most valuable customer base.

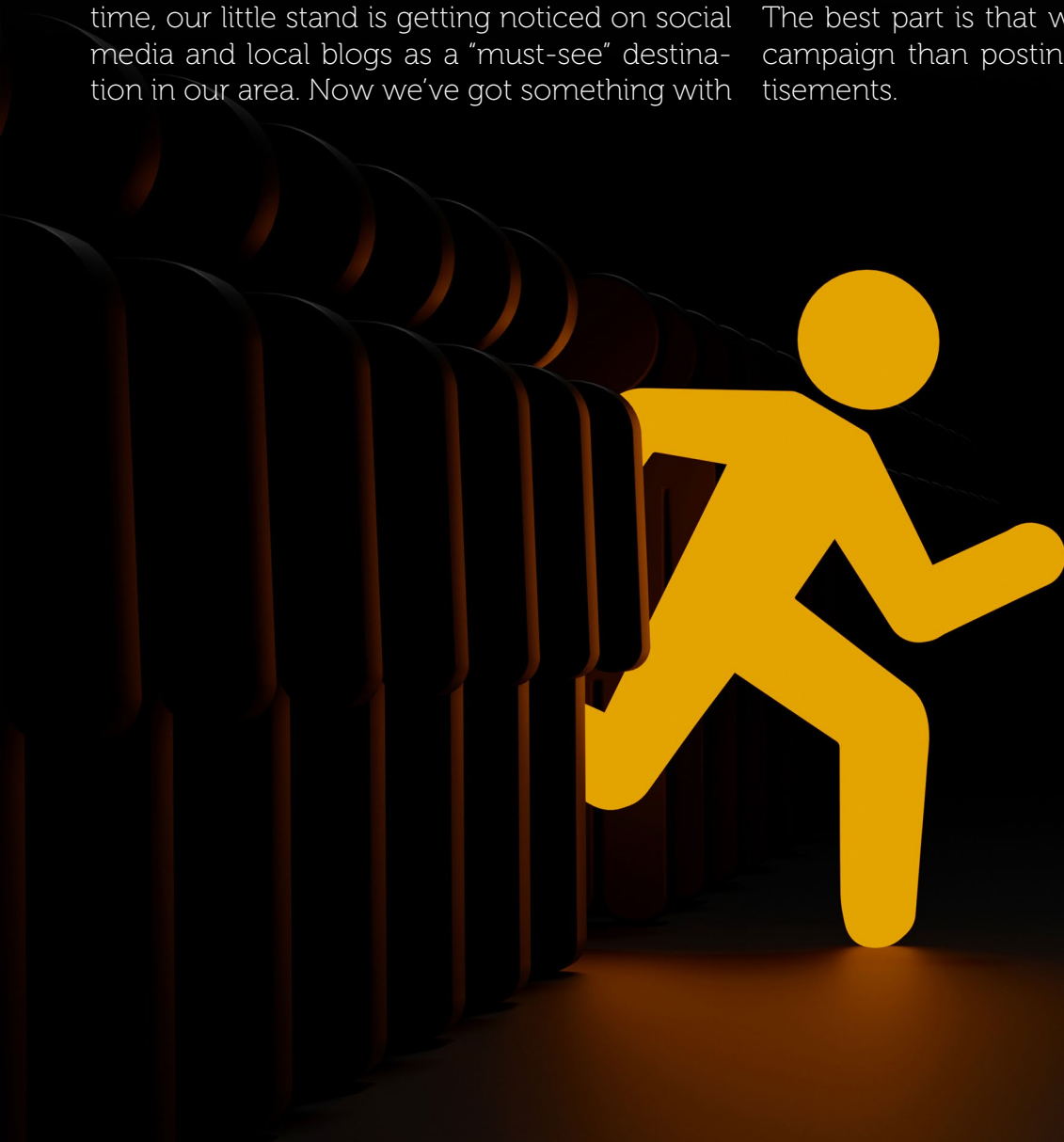
Inbound marketing goes beyond digital techniques and into the wide world of content management. Let's create a hypothetical company right now. What if we had a lemonade stand that features a secondary product of incredibly delicious sugar cookies made from our great grandma's recipe. We start selling our liquid refreshments for \$1 a cup, and every customer gets a free sugar cookie. Pretty good deal, right?

Of course, everyone else thinks so too. In no time, our little stand is getting noticed on social media and local blogs as a "must-see" destination in our area. Now we've got something with

which to work. We build a brand around our sugar cookies and launch an Instagram account with a customized hashtag #grandmassweet-cookies and a new website featuring an order form.

We can hire a blog writer to compose excellent recipe posts and cookie-themed content. We can send out press releases to our local newspapers about special events or partner with community fundraisers and get mentioned in their media. We can even hire influencers to stop by our shop and snap selfies with our cookies.

We have created an inbound marketing funnel of attention attracting tourism and the interests of anyone with a flair for confectionary delights. The best part is that we spent way less on our campaign than posting a series of paid advertisements.





ENGAGE WITH YOUR CUSTOMERS

The point of inbound marketing is to craft content that your customers want. The majority of shoppers use multiple channels to find their products and services. They actively seek out brands that speak to their needs the best. To provide the perfect landing spot for these customers, you need to attract their attention. Use highly relevant keywords and trends that fit with your customer base.

Let's look back to our sugar cookie company. We are going to attract more customers by using keywords relevant to our location, Boston, Massachusetts. Our website and social media need to be full of brilliant photos and videos including user-generated content with authentic reviews.

Our goal is to craft meaningful content that engages with our target market. The more we appear as an industry leader in the sugar cookie world, the more likely we will build trust capital with our customers. That is an excellent foundation to build a relationship upon.

Finally, we need to convert and delight our customers into sales. We do this by always offering new, highly relevant content they can digest and share online.



VIDEO IS THE BEST METHOD

The crème de la crème of inbound content management is video. Facebook alone gets 135% more organic reach with videos than photos. 84% of people say that they've been convinced to buy a product or service by watching a brand's video.

Our sugar cookie company has a new task. We need to encourage our followers to post videos of themselves enjoying our delicious treats. We can start a new competition where the most shared videos with our hashtag receive a month's supply of cook-

ie ingredients. Pretty soon, we're going to have so much video content that we can supply a year's worth of social media on TikTok, Instagram and our own website, all from the power of user-generated content leveraged into inbound marketing.

The best part is that it doesn't feel wrong. Consumers are likely to have feelings of nostalgia around making or enjoying cookies with their families. We've created a monster marketing cycle that is going to generate a lot of views and sales.

HOW TO START WITH INBOUND MARKETING

Leveraging the power of inbound marketing doesn't take a rocket scientist, but it certainly helps if you have experience. You're going to want to analyze your target market, know about social media content calendars, determine your content goals and decide which platforms are the best fit for your company.

All of that work can be accomplished better when you hire a professional digital marketing team like the experts at Umbrella Local. They have years of experience working in the online business world using results-oriented marketing to drive sales.

When you schedule a [free consultation](#) with Umbrella Local, you gain access to valuable insights into how your inbound marketing strategies can work across your entire online presence. Their experts can explain how to unify your brand identity and incorporate engaging content to further your company's goals.

If you are ready to grow your business using high-quality content creation and proven marketing strategies, you should reach out and contact Umbrella Local today. The future growth of your brand is only one click away!





SEO

OR

PPC

WHERE SHOULD I FOCUS MY **DIGITAL MARKETING BUDGET?**

Marketing is all about finding the best ways to promote your products and services. It is leveraging whatever channels are available to get as many potential eyeballs from highly engaged consumers focused on your brand. As the traditional billboards and radio ads of the past worked for a marketing strategy to grow awareness, SEO and PPC offer budget-friendly solutions for the digital marketplace.

The only challenge is figuring out where to leverage their benefits the most so you don't blow your next quarter's operating budget telling the world how great your new mousetrap is, only to find you've been talking to pet owners who love mice.

“PPC offers higher brand visibility with more search results, especially for online-only businesses.”



WHAT ARE SEO AND PPC?

These two terms get thrown around by practically every digital ad agency in the world because they are essential to your online business visibility. They offer affordable solutions to promote your brand to highly targeted market segments.

- SEO stands for search engine optimization. It is the application of keywords and content techniques to increase your rank on popular search engines such as Google and Bing. This strategy is also used for social media by using key phrases that help you rise to the top of the different platforms' newsfeeds.

- PPC means Pay-Per-Click. With this strategy, you pay every time someone clicks on an ad

you run on a network such as Facebook or Google. The good news is you only pay for those consumers highly interested in your ad, which translates to higher quality leads.

Why does this matter? Considering [53% of website traffic](#) comes from organic search, it makes sense that you would want to leverage keywords as much as possible to grab some of that search volume.

Conversely, [PPC offers higher brand visibility](#), especially for online-only businesses. The problem here is that you have to continually invest in this strategy for it to work.



LONG-TERM V. SHORT TERM STRATEGIES

When you are developing a marketing strategy, you need to consider leveraging the advantages of both SEO and PPC.

- Organic visibility using proven SEO techniques increases your brand awareness over the long term. The higher you rank on search engines and social media, the more traffic you generate. As your online reputation and backlinks grow, the power and refinement of your SEO keywords reach more eyes.
- PPC campaigns are better for the short term. They provide the extra push to turn a small fire

into a raging inferno of interested consumers going to your website.

You can run both strategies parallel to garner immediate interest while crafting a continuous drip of leads in the background. It comes down to timing. A quality SEO strategy using quality keywords will [probably take six to 10 months](#) before you start to see actual results. That can be a long wait for brands needing to ensure a consistent cash flow as early as possible. For those companies, it makes more sense to invest in some PPC campaigns that can get immediate results if targeted correctly.



DO YOUR RESEARCH

The make-or-break moment in your SEO and PPC campaigns is when you do your research. Keyword testing costs next to nothing when using free tools like Google's Keyword Planner. You can quickly measure the potential reach of a key phrase like "Mama's Chocolate Chip Cookies" or "Organic Gluten-Free Cookies" and see how often you should leverage them in your website and advertising.

You're going to need to apply critical thinking, data analytics and customer input to understand how well your keywords are reaching your intended target market. Don't be afraid to get into the weeds a bit and explore the full potential of

your selected keywords. Test and re-test different phrases to see how well they perform.

An important aspect of keyword research that some brands overlook is location-specific information. Nearly [a third of all mobile searches](#) are related to location. Consumers want to find businesses near where they live, work and play. If for example you opened a new Italian restaurant in Key West Florida, you should include the location throughout your online presence, so you aren't showing up in searches by people in Alaska with a sudden craving for chicken parmesan.



QUALITY OVER QUANTITY

Your goal with SEO and PPC strategies is to engage with the highest quality potential customers so that you can build a long-lasting relationship. This creates loyal brand ambassadors who will promote your services and products through user-generated content.

The average consumer may see as many as [5,000 or more ads daily](#). If you want to rise above all that noise, you need to practice quality marketing strategies over quantity. The focus of your digital marketing strategies needs to be directed to those potential clients who will offer the most benefit. Don't try to send out the widest fishing net possible. Instead, focus on the bait that works best for your particular fish.

WHERE TO BEGIN

SEO and PPC are designed to elevate your brand visibility. You want to be at the top of Google as quickly as possible to increase your site traffic. Not every company around the world can afford to employ an expert team of digital marketers ready to instantly react to the ever-changing online marketplace. That is why hiring a quality digital marketing agency will be the best use of your budget.

Umbrella Local uses advanced technology and hands-on experience to infuse your online platforms with well-researched SEO and PPC practices. We consider the long-tail and high-volume keywords that appeal to your target market the most, so you benefit from both a long-term strategy for continued growth and a short-term boost to your brand awareness.

[Reach out and schedule](#) a consultation with us today to learn more about how Umbrella Local can help improve your search rankings and website traffic.





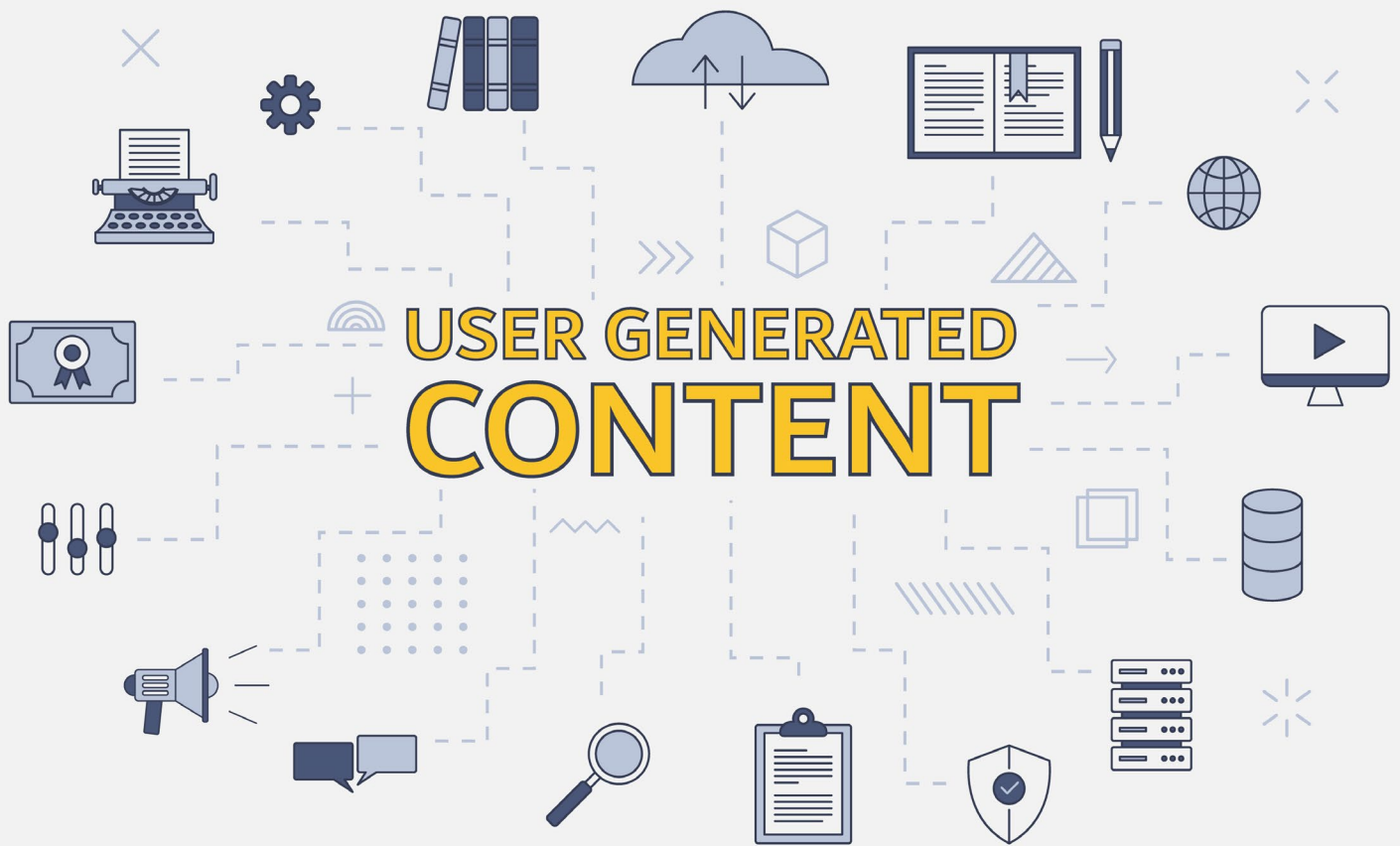
How to Build Trust in Your **BRAND** with User-Generated Content

Most consumers conduct online research about brands or companies before making large purchases. That means shoppers are looking at your brand's social media and website to determine if you are the right fit for their hard-earned money.

Keep in mind they are not only looking at the content you carefully crafted to encourage them to click on that all-powerful "Add to Cart" button. Consumers are also considering user-generated content such as consumer reviews, unboxing videos and even podcasts that go into painstaking detail about your products and services.

Every day, consumers create user-generated content when they share a bit about both their favorite and hated experiences. These are not affiliates trying to encourage more clicks.

The question then becomes not how to prevent this content from showing up whenever someone searches for your brand but how to leverage it to build trust capital with your customers further. You want to think about how you can use the content customers create to improve your marketing strategy.



What is User-Generated Content?

User-generated content, or UGC, is a fancy marketing term for the information shared by consumers that have previously purchased your product or service. It can range from a 4-star (or 1-star) review on Amazon to an in-depth dissertation they write for their blog about how your product changed their life. Consumers are [more heavily influenced](#) by reviews made by someone like them over any promotional emails or company-sourced content.

- 81% of consumers will pay more and wait longer to receive products if user-generated content gives the thumbs up.
- 73% of shoppers report user-generated content increases their purchasing confidence.
- 61% say user-generated content influences them to engage with brands.

Think about the last time you were in a new area and suddenly caught the craving for some decent Chinese food. Did you stop into the first restaurant with a neon-lit sign for Peking duck? Or did you check out Yelp to see which restaurant had the best reviews?

The same thing happens when it comes to your business. Consumers actively seek out social proof as a way to validate their buying decisions.

It's a Matter of Trust

Consumers are not stupid. Modern marketers need to stop trying to fool them with fancy jargon or over-the-top advertisements. The Internet has been around long enough for multiple generations of shoppers to differentiate between company speak and authentic UGC.

Since [90% of consumers](#) read online reviews before visiting a business these days, you have a challenge to overcome. Your prospects are going to judge your business by the good and bad experiences of your previous customers. Unfortunately, there is no way to know which potential customer will bust out a scathing review of your handmade soaps or your latest app.

This perspective is not meant to deter you from doing business. The world could use more naturally evolving small businesses in the free marketplace. This is to present you with a good opportunity for growing your brand trust and customer relationships.

Leverage, Leverage, Leverage

UGC offers an avenue for you to market your business at an absolutely perfect price point - zero. Instead of spending all your marketing budget on Facebook and other paid advertisements, you could also be leveraging the organic power of your customers.

Start by connecting with your audience online. If you have a social media presence that includes a hashtag or @ address, take the time to scroll through recent posts and share the positive content your customers create.

Maybe a tourist from South Carolina recently visited your apple-picking farm in Northern Maine and cannot stop sharing incredible self-made videos of their picture perfect family collecting your gorgeous fruit. Take advantage of this by thanking the user and sharing those videos all over your social media platforms. You may even want to send them a small gift basket to "show appreciation for their recent visit," which could lead to even more UGC.

Some companies like Apple Computer have used their ability to engage customers and build loyalty into a formidable marketing tool. Strategize how you can do the same for your company.

The Almighty Hashtag

Finding organic UGC isn't always the easiest thing. You can perform a search engine request with your brand name and maybe come across some half-hearted blogs, or you can take advantage of hashtags.

Almost all the popular social media platforms use hashtags as part of their indexing algorithms. For example, you can search for #populardances on TikTok and find the latest trends or go to Twitter and type in #politics for a real journey down the rabbit hole.

Developing a solid hashtag or company notification device enables you to easily track how the public views your brand. [Two-thirds of Internet users](#) regularly use social networks where they can easily digest reviews and obtain information about products.

Having someone in your company dedicated to farming through all these brand mentions is a great way to elevate your brand messaging. You can share this UGC to your own accounts, post them on your website or even feature them in your marketing materials.





Manage Your Online Reputation

An excellent place to start crafting your UGC strategy is by managing your reviews and online reputation. Hunting down all the information posted by your customers is a nearly impossible task. That is why it never hurts to hire a company with expertise in data analysis geared explicitly toward your UGC.

[Umbrella Local](#) uses the latest technology to empower your business and leverage the trust capital of quality UGC. They can connect with your CRM and automatically request clients to review your company via email and SMS so you can generate more high-ranking reviews.

They use methods to handle negative feedback and provide a team scorecard to monitor and manage your overall performance. All of this elevates your online marketing and enables you to engage with your customers on an intimate level.

If you are interested in using this revolutionary service, [reach out to Umbrella Local](#) today for a free consultation. You may be one click away from experiencing a revolution in sales through the power of user-generated content.

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