



# 9 Things I'm doing to Grow my Business in 2020

CIDEWALK

“My  
Website is  
getting a  
Makeover  
and I’m  
going  
mobile.”

Online presence is no longer just a nice to have - *it’s an absolute must*. Your website is the front face of your business.

Keep in mind, people will be viewing your website from their phone so make sure your website is mobile friendly.



**“61% of mobile searchers are more likely to contact a local business if they have a mobile-friendly site. (Junto, 2019)”**



“Be *More* Reachable.”

Having a phone number is not enough anymore. Today people don't have time to call, they want to live chat or even text because it's more convenient and much faster.

Thankfully, there are many affordable ways to do this.

**ADD WAYS FOR PEOPLE TO CONTACT YOU:**

- « Email Support
- « Web Chat
- « Text Chat

# “GO SOCIAL”

Create a business page on these top social media platforms: Facebook, Twitter, Instagram, LinkedIn and Pinterest.

Use these pages to promote time sensitive deals and useful content weekly.



*“71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.”*

# “GET THE WORD OUT”



People need to know your business exists so that when they are ready, they know to search for you.

## 3 Popular ways to advertise and get the word out:

1. **Facebook Ads:** Having good social presence is not enough. Boost and promote your FB posts to get the word out.
2. **Claim your listings:** The most important listing you'll want to claim is a [Google My Business](#) one, but Facebook, Yellow Pages/White Pages, Yahoo Local, Bing Places and Foursquare are big ones, too.
3. **Go Local. Go Geofencing:** You know where your customers are. Use Geofenced Local Mobile ads to promote your business and reach local customers. **LEARN MORE:** [www.cidewalk.com](http://www.cidewalk.com)

# “BE SEARCHABLE”



Advertising is a way for people to learn about your business but they may not be in need of your service or product at the very moment they see your ad. What they will do is search for what they need later on Google - when they do, you will want to make sure your business appears at the top of their search.

## How to optimize for search:

1. **Search Engine Optimization (SEO):** Make your site more attractive to a search engine, by adding relevant and useful content to your website.
2. **Search Engine Marketing (SEM):** [Google Paid Ads](#) will let you get in front of customers when they're searching for businesses like yours on Google Search and Maps.

# “RAMP UP CRM”



Customer relationship management or CRM, is one of your most powerful tools. When people come to your website your goal will be to get their email address or phone number so that you can continue to engage with them. Remember, it can take multiple touch points and messages to get their attention.

## WAYS TO ENGAGE:

- Newsletters (email)*
- Text Message Marketing* (cell number)

**TIP!** Use a web popup and offer a discount or useful content in exchange for their email or cell number.

Send out weekly newsletters or text messages. [Text Message Marketing Guide](#).

# “ADD VIDEO”

Video is one of the most effective tools for digital marketing, if you haven't yet, make it a priority to add video to your website and/or marketing in 2020.

## HOW TO USE VIDEO FOR YOUR BUSINESS:

1. Create a 20 second advertising video
2. Create a product tutorial
3. Create a business overview





# “FEATURE SUCCESS”



Things like customer quotes, success stories and testimonials can help build trust for your business. Have a happy customer? Ask them to leave a product review for you to use. You can also offer an incentive like a discount or free products in exchange for reviews that you can use on your website.

## WHAT TO FEATURE ON YOUR WEBSITE:

1. Testimonials
2. Success Stories
3. Product Reviews
4. Service Ratings

# 2020 GROWTH CHECKLIST:

- 1. WEBSITE MAKEOVER
- 2. MOBILE FRIENDLY
- 3. ADD MORE WAYS TO BE CONTACTED
- 4. SOCIAL MEDIA
- 5. GET THE WORD OUT
- 6. BE SEARCHABLE
- 7. RAMP UP CRM
- 8. ADD VIDEO
- 9. FEATURE SUCCESS



For more tips: <https://blog.cidewalk.com>