

mobile



website



customer acquisition



social



local business
directories



surefire social[®]
The Local Marketing Cloud

Using Digital Tools to Grow Your Business & Retain Existing Customers

Shashi Bellamkonda
Chief Marketing Officer

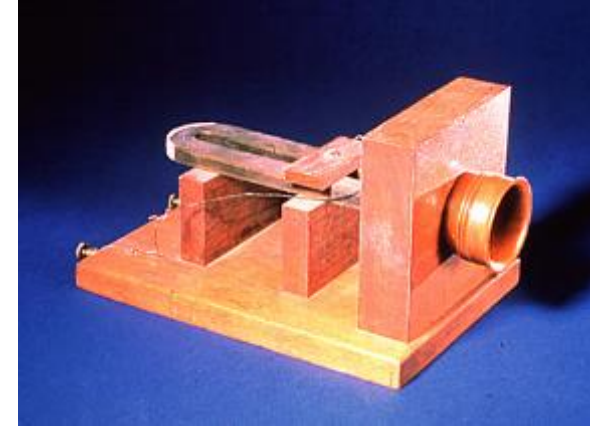
Introductions



- Chief Marketing Officer – Surefire Social
- Teaching at Georgetown since 2010
- Over 15 years in Technology and Marketing
- Nicknamed “Social Media Swami”
- Extensive experience in the hospitality industry
- Social Media projects mentioned in 17 books

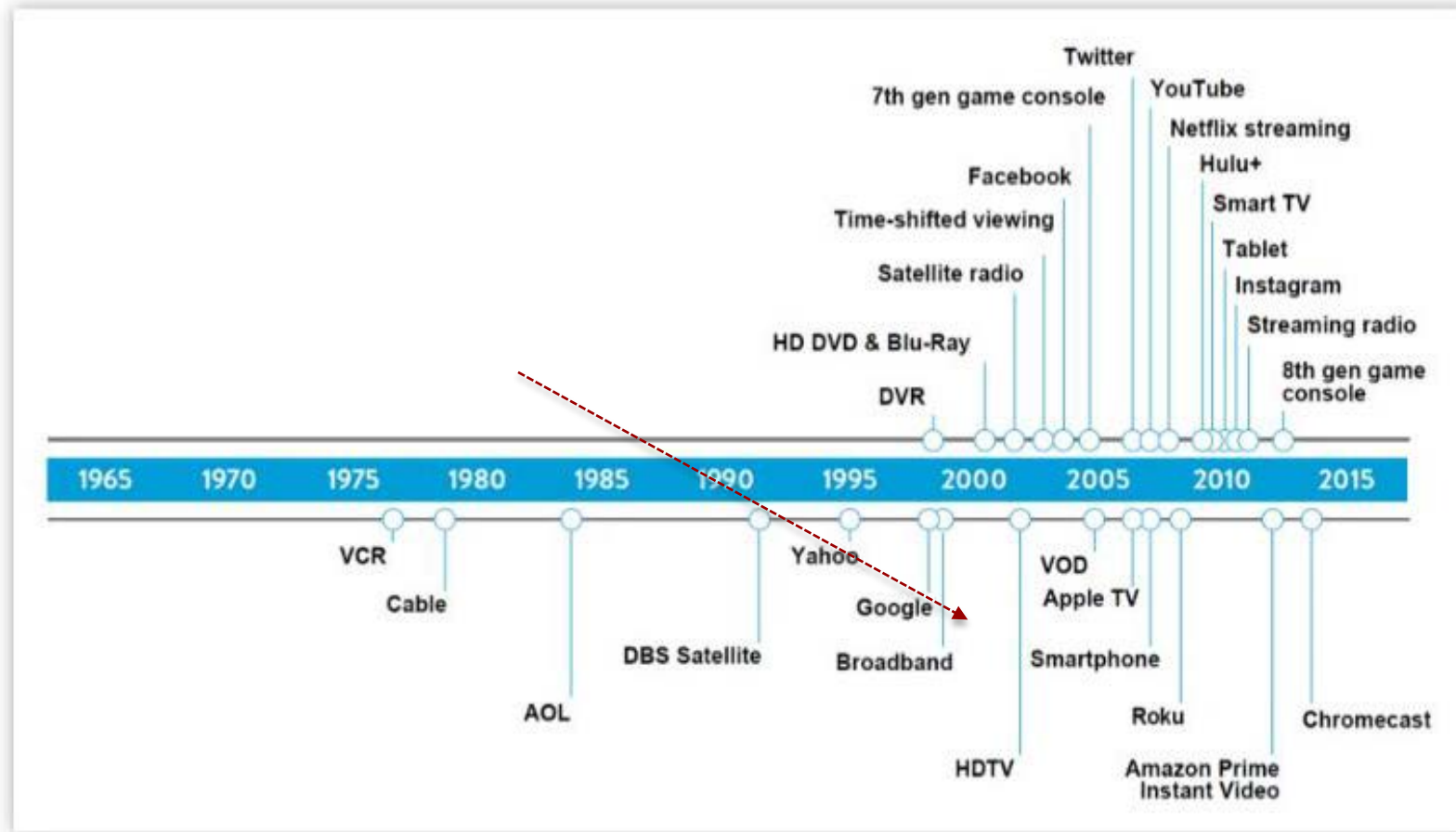


Tools Connect Human Beings..



The User Has More Control Than Ever

Evolution of Content Discovery, 1975 – 2015, per Nielsen



@KPCB Source: Nielsen, 12/14.



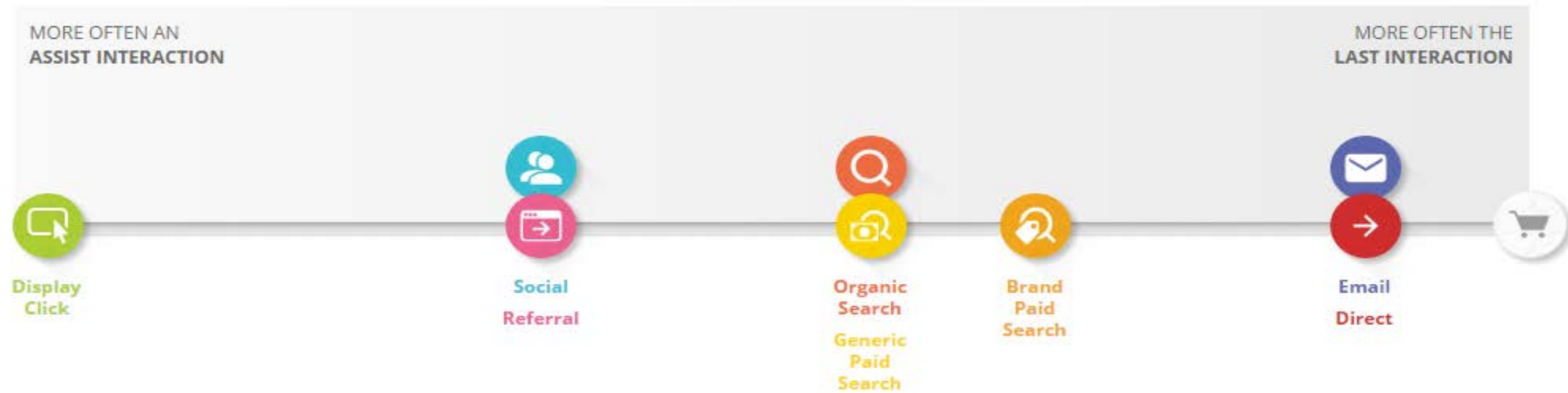
Never Used a Computer – Yet His Brand is Online



Source: <https://www.yelp.com/biz/carmies-crown-chicago>

Customers Touch Multiple Channels

Explore how marketing channels for Large businesses in the Books & Literature industry in The U.S. influence the purchase decision.



Channels to the left tend to play an early and assisting role in the typical sale, while channels to the right are more likely to be the last interaction before a purchase.



Customers Choose their Path to Your Business

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Taliban Leader Killed in U.S. Strike, Afghan Agency Says

By MUJIB MASHAL



SPECIAL REPORT



Gus Powell for The New York Times

Untold Demagog America's

Sunday Review

OPINION

If Trump Breaks Up the G.O.P., It Won't Be a First

By SEAN WILENTZ

It's rare, but major parties have fallen apart before, with friction over immigrants a common culprit.



Editorial: An Openly Gay Man Runs the Army



LOOSE ENDS

Notes on Your 'Rise of The Donald' Pitch

By JESSE ARMSTRONG

Too far-fetched.



Build Enough Side Doors

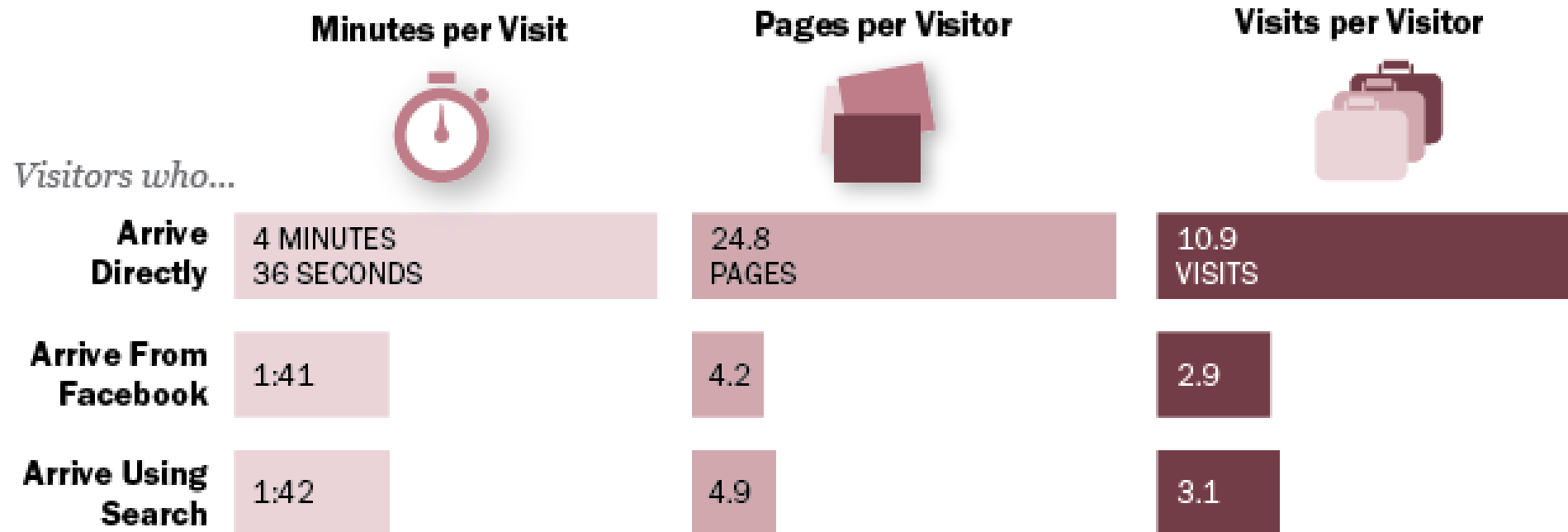


Side Door Visitors Behave Differently



Referral Traffic to News Sites

Average monthly...



Aggregation of all sites, average of April, May and June, 2013.

PEW RESEARCH CENTER



Source: Journalism.org

- **Options:** Content on consumer's choice
- **Nurture:** Attract and engage
- **Educate:** Connect your product to customer's pain point

Tools:

- Keyword Research (Google Trends, Google Adword Keyword Tool)
- eBook Downloads
- Subscription Pop-up
- Email Newsletters
- Blogs
- Guest Posts
- Webinars





- **Recency:** Publishing regularly
- **Relevance:** Matching your content to your audience
- **Proximity:** Building a website to signal local business
- **Prominence:** Links to your website from prominent websites

Solution:

- Websites coding should reflect a local business
 - Name, Address, Phone Number (NAP)
 - Structured Data, Schema.org markup
- Content Calendar/Blog
- Customer Surveys/Research
- Guest Posts, PR Strategy
- Local Universities, Chamber of Commerce/CVB



10 Essential Tools to Help Customers Reach You

- Live Chat
- Tracking Numbers
- Photos
- Testimonial Videos
- Product Videos
- Call to Action Buttons
- Forms / Surveys
- Special Offers Published Everywhere
- Mobile-Friendly Website
- Blog



Steps to Improve Your Local Ranking



You can improve your business's local ranking by using [Google My Business](#) and local directories:

- Make sure that you've entered all of your business information in Google My Business
- Verify your business locations
- Entering and updating your opening hours, including [special hours](#) for holidays and special events
- Interact with customers by responding to reviews that they leave about your business
- Adding photos to your listings shows people your goods and services
- Improve prominence by getting known across the web through links, articles, and directories



New Tools To Grow Your Business

- Look Alike Audience Advertising
- Voice Search
- Artificial Intelligence – Bots
- Cognitive Analysis - Tone, Emotion and Text Analysis
- Contextual Conversations – Paying attention to People, Places and Things





Websites, directory listings, maps, blogs, SEO, analytics, reputation management



Coaching
All your marketing is managed for you by a dedicated Account Manager or Coach.



SurePulse
Industry leading cloud marketing platform, SurePulse. See the results from your marketing at a glance with a powerful all-in-one platform.



GeoJuice
Use your mobile phone to get reviews, create content, and help more local customers find you with GeoJuice for iPhone and android.



Thank You!



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