

**Tactical-Moves** *Media*

"Strategies without tactics is a slow road to victory"



# Tactical-Moves Local Marketing

Building a better future with local marketing and citations

4/6/2016  
Tactical-Moves.com  
Marketing Department

## **SEO / Search Engine Optimization**

Get found by keywords

## **Website Design & Development**

Mobile optimized

## **Social Media Management**

Run campaigns, deals, ads & more

## **Branding-Business Identity**

Company image







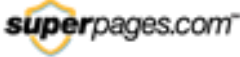
## **Local Marketing**









Jump start your business





## **Market Research**

Identify & Investigate



Local hub	Description	To do
	<p>Google's local results are often presented on Google's first page for local search queries. (DO NOT CLAIM) We will set this up</p>	<p><a href="#">Claim your listing</a></p>
	<p>Bing's local results are often presented on Bing's first results page for local search queries. (DO NOT CLAIM) We will set this up</p>	<p><a href="#">Claim your listing</a></p>
	<p>A listing on Yahoo Local can improve your rankings in Yahoo's search results.</p>	<p><a href="#">Claim your listing</a></p>
	<p>A listing on Foursquare can deliver more visitors to your website.</p>	<p><a href="#">Claim your listing</a></p>
	<p>Yelp's local listings are displayed on many other websites.</p>	<p><a href="#">Claim your listing</a></p>
	<p>Citysearch/Citygrid listings are displayed on many other websites.</p>	<p><a href="#">Claim your listing</a></p>
	<p>Superpages.com is a website that can help you to get additional local visitors.</p>	<p><a href="#">Claim your listing</a></p>

	<p>HotFrog is a popular business directory.</p>	<p><a href="#">Claim your listing</a></p>
	<p>BestOfTheWeb offers popular local search pages.</p>	<p><a href="#">Claim your listing</a></p>
	<p>YellowPages.com makes sure that your business gets found by local customers.</p>	<p><a href="#">Claim your listing</a></p>
	<p>Nokia Prime Place is used on many mobile devices.</p>	<p><a href="#">Claim your listing</a></p>
	<p>InsiderPages.com can help you to get more local customers.</p>	<p><a href="#">Claim your listing</a></p>
	<p>Kudzu.com helps homeowners to find professionals.</p>	<p><a href="#">Claim your listing</a></p>
	<p>Local.com is a popular local search site.</p>	<p><a href="#">Claim your listing</a></p>
	<p>MojoPages.com specialized in local search.</p>	<p><a href="#">Claim your listing</a></p>

	InsiderPages.com can help you to get more local customers.	<a href="#">Claim your listing</a>
	Manta.com is a small business directory.	<a href="#">Claim your listing</a>
	MacRea's Blue Book is an industrial directory.	<a href="#">Claim your listing</a>
	DexKnows.com is a local search engine.	<a href="#">Claim your listing</a>

**Overview:** The easiest, most cost-effective way for local businesses to attract new customers is to get your business listed in free online directories.

Every day, consumers use the Internet to get advice before making purchases. They're getting a lot of this advice through reviews found on local business directories like Google Local™ and Yelp®. If your business isn't listed completely and accurately on as many sites as possible, you're missing out on a big opportunity.

**97%**

search online for local products and services.



### Get Found Online - An Example

**Local businesses listed in Google Local are prominently displayed.**

These reviews matter to both consumers and businesses. Consumers value reviews – a study done by Nielsen showed that 92% of people trust word-of-mouth, while only 33% trust online ads\*\*. It's critical that your business is not only listed online, but also has word-of-mouth credibility online.

### Claim Your Business' Listings

The fact is, many free online business directories might be displaying your business reviews today without you even knowing it, and often, the information is inaccurate. Your customers might already be writing reviews

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about your business on these local review websites and potential customers are reading them. You need to find, claim and verify your business information on these directories.

Another great benefit from business listings is that you can increase your rankings on search engines like Google®, Yahoo!® and Bing®. For example, Google favors small businesses that have detailed profiles on Google Local.

Search engines typically pull information from business listing sites – Yelp, TripAdvisor®, and others – and display them under your website address for local search results.

### Getting Your Business Listed

So now you know what these websites are and why they're important. What's next? Let's find out which sites are most important for you, and start managing them.

1. **Search for your business online and see what comes up.** Look at which business listing sites that search engine pulls reviews from.
2. **Visit those business listing sites,** create an account, and either claim yourself as the business owner or create a complete and accurate listing for your business. By claiming the business, you can leave comments on customer reviews. This is especially important for managing negative reviews.
3. Start asking your customers to **leave a review of your business.** When a customer gives you good feedback, ask them to share their experience on a local review website. The more reviews you have, the stronger your reputation is. That can equal more business.
4. **Don't be afraid of a bad review.** If you come across one, leave a comment and invite the customer to contact you so you can have a chance to win back their business. This shows the customer you have integrity and shows a potential customer that you care.

#### Popular Business Directories

- Google Local™
- Bing® Local
- Yahoo!® Local
- Yelp®
- Merchant Circle®
- YellowPages.com®
- Whitepages®
- Foursquare®
- Yellowbook®
- CitySearch®

Let's take a look at how you can use Facebook to create a loyal customer base that can lead to repeat sales and customer referrals.

### Why Facebook?

- First off, it's free -- there are millions of users -- take advantage of this.
- Most of your customers are probably already using Facebook. Go where they are.
- When people "like" your page, it shows up on their Facebook profile and gets shared with their friends. This gives your business "soft" referrals and potentially new customers.

- Unlike a business website, which is focused on promoting products and services, Facebook helps you create a personal relationship with your "fans". People use it to share their thoughts, opinions and experiences.
- Use Facebook to make meaningful connections and build trust. Building these relationships fosters loyal customers.
- Facebook gives you instant feedback from your customers.

### Tips for using Facebook

1. **Create a "Business" Facebook page:** First, you need to set up the right type of Facebook page. There are two types of profiles on Facebook: individual (for personal friends) and business pages. Businesses cannot set up individual profiles.
2. **Brand Your Page:** There are a few customizations you'll want to make after you set up your page. You'll need to add a "cover" to your business page which is the large banner image across the page. This is where pictures of your products and storefront come in handy. Your "profile picture" displays in the lower-left corner of your cover picture and is also the image that your customers see on their Facebook news feed. Most businesses use their company logo as their profile picture to help build brand recognition.
3. **Engage ... Don't Hard-Sell:** What should you post? Remember, this is about creating a relationship with your fans. Post pictures of you and your staff at work or a work-related event, share funny stories or ask fans their opinions. A great way to talk about your business in a social way is to highlight your customers. Find out how your customers are using your products and services, and share it with your fans. The key is to not hard-sell your fans. However, you should promote events, share special discounts and deals, and keep your customers current on the latest trends in your industry.

Most or all of the above directories and social accounts are free to capture and manage your listings. Make sure that all you're listing are accurate and have the same information and pictures. Most will allow links to your website and links to individual pages

**Check your listing on the Better Business Bureau and your local Chamber of Commerce.**

\* We will setup your Google Maps, Google Local Business and Google Plus page. When complete we will send you're a link to manage your listing.

If instructed to do so, we will setup your Facebook Business Page and your LinkedIn Business Page. When completed we will send a link to manage your listing.

**Tactical-Moves social media marketing and complete management – visit [Tactical Moves Media](#)**