Maximum Business
Web & Marketing Agency

# We have gathered you the 15 most important MARKETING tricks

which, if omitted from your toolbox, will GUARANTEE less revenue for you next year!

## Online marketing tricks for small and medium-sized businesses

- Target the **right audience** with your products
- Specify your **business goals**
- Specify your **business budget**
- Build a **smart brand** for your business
- Apply the **most important SEO tricks**
- Start a **blog**
- Have more **local customers**
- Take advantage of the **power of social media**
- Grow your website traffic using **email marketing**
- Create **PPC ads**
- Ask for **online customer opinions**
- Meet your customers' **expectations**
- Find the **best time to publish content** on your website
- Make **Social Media Presence** a part of your marketing strategy
- Optimize your Google My Business site for a local SEO

## 1. Target the Right Audience with Your Products

This is one of the fundamental **online marketing tricks** for small businesses. Customers won't find your company until you have a clear idea of who your target market consists of. As a homework assignment, define the personality of your potential customers, otherwise the money spent on advertising will slip through your fingers. We do not recommend to ask a research specialist for this or to buy market analysis from a research company.

You, as the "creator" of your enterprise, can define your target audience based on the characteristics of your products. Try to think about whom you would recommend your product regarding the social situation, gender, age or financial conditions of people. Who can be interested in the benefits you are offering or **what solution do you offer to solve the problems** of people?

## 2. Specify Your Business Objectives

After outlining your future customer types, it is worth defining in details **how you will succeed with your business.** As online entrepreneurs, follow, measure and analyze the sales, profits, expenses, cash inflows based on predefined **KPIs** (Key Performance Indicators).
You also want to set up digital advertising milestones to measure success.

By way of example, you're running a corporate blog. Its popularity influences revenues for months up to a certain point. But how can you make 100 % sure that every time you write a blog, you are approaching your destination?

We recommend that you also take into account **Google Analytics indicators,** such as full visit, new sessions, channel-specific traffic, bounce rate and customer retention rate.
Of course, you may have several objectives to track your results.

## 3. Specify your Business Budget

Online marketing for small businesses can help raise brand awareness, provided you follow well-tried digital marketing tricks. Now that you know your target market and the key indicators, it is time you set the budget. We have a number of proposals on how to do this professionally:

1.For the sake of saving money, select activities that complement and enhance each other's effectiveness, such as **Content Marketing and SEO.**

2.Abandon what fails to work (remember that we were talking about measurements first). Start with a small budget that you can divide up wisely while continuously **monitoring performance** and actual results.

3.Create multi-purpose marketing materials. Social Media posts and blog entries can be distributed across different platforms without any change. With this multi-purpose use, you can increase the **SEO ranking of your web page** in a cost-effective way.

## 4. Build a Smart Brand for Your Business

Today's consumers are hungry for intelligent and ingenious user experiences. Companies that provide non-viable social media pages or blog posts in poor design may negatively affect the overall brand impression to the audience.

Today's customers find it equally irritating if an offline shop fails to accept credit card and if an **online trader** fails to respond to Facebook or Instagram comments.

If you want your online appearance to seamlessly integrate into people's everyday lives, improve your online communications, offer free resources and services that are relevant to the product or service you sell. **Smart branding is one of the best digital marketing tricks for small businesses!**

## 5. Use the key SEO tricks

Of course, this list should not omit search optimization, as it is one of the key online marketing tricks.

To show your home page address among the 10 top results of great search engines (Google, Yahoo, Bing, etc.) i.e. **on the first page of the hit list,** create SEO friendly URLs, set meta titles and descriptions on landing pages, and the text on the website contains the most important keywords.

As **link building** is still a very important part of SEO, contact your webmasters and with their consent, write blogs posts in popular blogs as guest author.

## 6. Start a Blog

Blogging is a strategy for the benefit of all businesses. Internet users are always interested in contents that are always looking for useful, but also fun contents. This will help readers become more familiar with your business and products, and make it even easier to promote your brand once **your business blog** becomes a specialist in your industry.

## 7. Have More Local Customers

To target local customers, ensure that your business data are available and updated in **Google Maps**. Having been given as many high-grade customer opinions as possible about your company is also a great advantage.

To increase the number of local customers, publish more local information in your blog, such as local news, hotel or restaurant reviews, or simply publish location-specific content to make it possible for people living in a given geographical area to see it first. **This is one of the most obvious online marketing tricks for small local entrepreneurs to get excellent results.**

## 8. Take Advantage of the Power of Social Media

You already know who your destination market is. It is time now to get in touch and engage in dialog with the target audience on social media platforms. In order to increase sales, it is important to build relationships with the target audience! Be open to online communication, listen to your customers' feedbacks and use a **live online chat** program on your website or Facebook page.

## 9. Increase the Traffic of Your Website by E-mail Marketing

Even social media marketing will not replace **e-mail marketing**. Make sure you have a subscription form on your website, especially on your promotional landing pages.

You can occasionally send professional mails tailored to your area or target audience, or **special offers for the purpose of selling**, discounts for steady customers.

## 10. Design PPC Ads

Paid advertising is a good choice, especially for start-ups that do not yet have organic turnover from search engines.

Select keywords that are most closely related to your product or service, and use **Google Ads** advertisements, or exploit the benefits of Facebook Ads to encourage Facebook users to buy.

## 11. Ask for Online Customer Opinions

Online reviews are ranked in **search engine lists,** thereby helping businesses to find their way through search engine hit lists.

Online customers usually choose products and services that have already been purchased and verified by others. These customer reviews can encourage Internet users to order, **which will make your business more reliable in the online space.**

## 12. Meet Your Customers' Expectations

There are plenty of websites on the Internet. Some of these may seem alike, the others... well, don't get me started on those. You can always learn from the examples of the most compelling and successful web designers and online marketers. You can also create your own web design, **but don't copy your competitors!**

## 13. Find the Best Time to Publish Content on Your Website

You can achieve your goals with your blog entries if you publish them when your target audience is most active. This can be a different time from brand to brand.

So, if you want to implement a successful **online marketing strategy**, follow up and analyze the visitors of your Facebook page. It is worth paying attention to information such as how much your posts were viewed or at which time of day your visitors were most active.

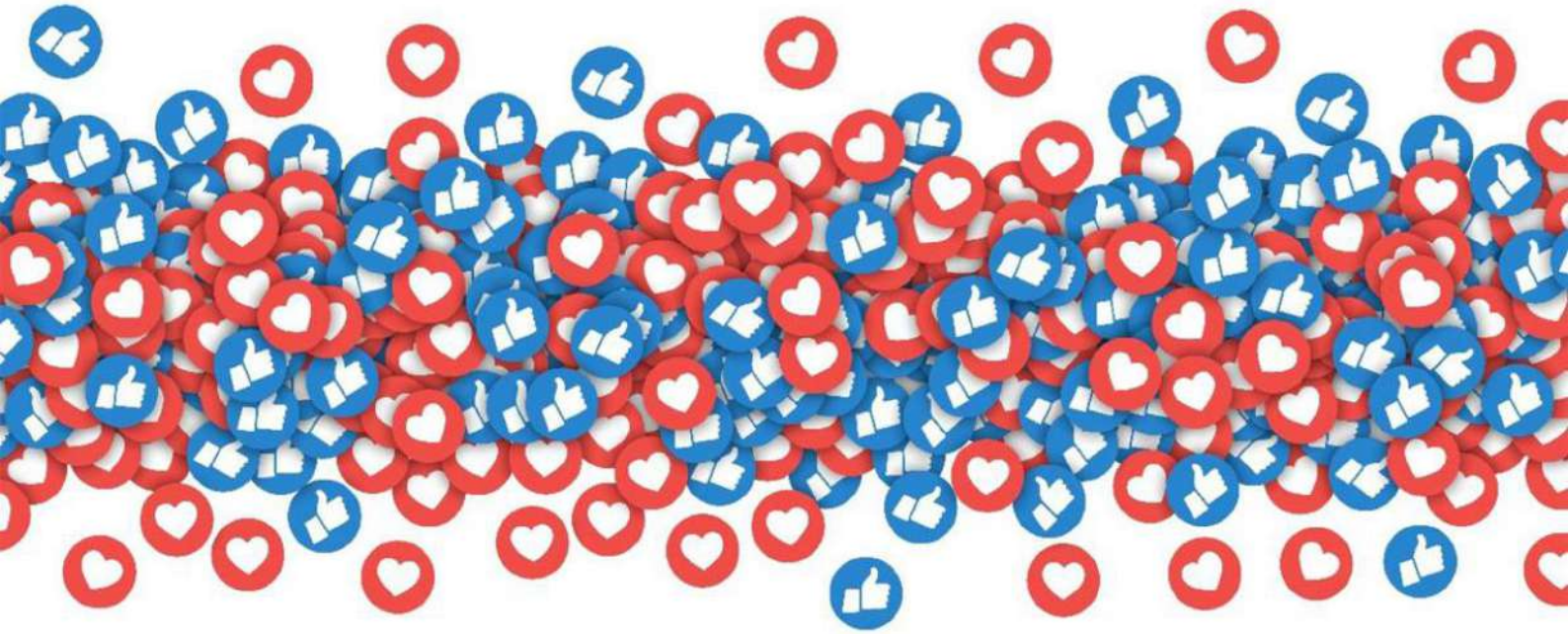
Also use **Google Analytics** to see which content is most popular, which geographic location your visitors come from and to what age group they belong.

Using the analysis data, you can get better knowledge of the target audience and ultimately achieve better results in sales. **This, too, can be a very powerful digital marketing trick in your toolbox, if you apply it right!**

## 14. Integrate Social Media Presence in Your Marketing Strategy

This is one of the fanciest **digital marketing tricks** you wouldn't want to omit from your online marketing strategy. We're far past the days when social media was used only for amusement.

Neither any of the old brands, nor the up-and-coming brands can afford to do without the presence in social media. You can connect directly to social media channels, **communicate with your customers**, and stream your daily activities from your smartphone.



**ATTRACT MORE CUSTOMERS!**

## 15. Optimize your Google My Business Site in Order to Achieve Local SEO

Section 7 has already included **Google Maps services**, an essential tool from the business marketing arsenal in this digital age. People surfing the web simply enter the brand name in Google Search area and receive a map showing how to get to the searched location most easily.

To make your business even easier to find, you can also use the **Google My Business** service. It helps you get a better ranking in local searches and you can also link it with your YouTube account.

Besides, Google My Business can help you effectively communicate with your customers, post promotional offers, blog entries, and manage customer reviews.

**Whether you represent a small business or are a manager of a large company, you shall not ignore the above mentioned 15 MARKETING TRICKS.**

**Believe us, it is going to be worth investing time and energy in these powerful and effective marketing tools, for these are necessary to make your ENTERPRISE SUCCESSFUL!**

Maximum Business
Web & Marketing Agency