

Making Sense of Online Marketing: A Simple Checklist for Success





69% of people search for a local business at least one time per month

**43% experience
significant growth with
online sales**





**45% of small businesses
don't have a website**

Source: CNBC/SurveyMonkey Small Business Survey



**Why aren't more
small businesses
online?**

40% believe digital tools are 'not relevant'





38% believe that tools are 'not effective'

**58% say not enough
experience with digital
tools & no time to learn**





5 steps to online marketing success

Step

1

Ensure your business can be found online



Step

2

Stay in touch with new & existing customers



Step

3

Create a plan to generate repeat business



Step

4

Engage & encourage interaction



Step

5

Measure success





Here's what we'll cover today.

- How people find you online
- How to set yourself up for success
- How to encourage new & repeat business



Your advisor

Dave Charest

Director, Content Marketing
Constant Contact



**How do you get most
business today?**



Business is built on relationships



Great food & service!
★ ★ ★ ★ ★

This place is great!!





Let's get started.

- How people find you online
- How to set yourself up for success
- How to encourage new & repeat business



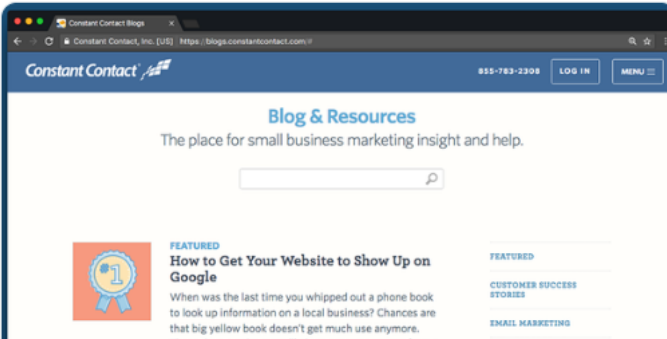
Word of mouth happens online

Constant Contact liked

Feb 5

For those busy entrepreneurs check out these free webinars provided by constant contact. ow.ly/APSA30nALg6

#listenwhiledriving #listenatwork




Constant Contact Blogs
Small Business Marketing Advice
blogs.constantcontact.com

1 comment, 1 share, 2 likes

was looking for recommendations.

March 7, 2018 · Greeley, CO

Any good recommendations on hotels near the Pepsi Center? I don't want to drive all the way back that late, plus a Saturday in downtown Denver sounds fun!




Looking for
Recommendations
1 person recommended 1 place

1 Like, 6 Comments

Like Share

shared a post.

January 24 at 12:52 PM

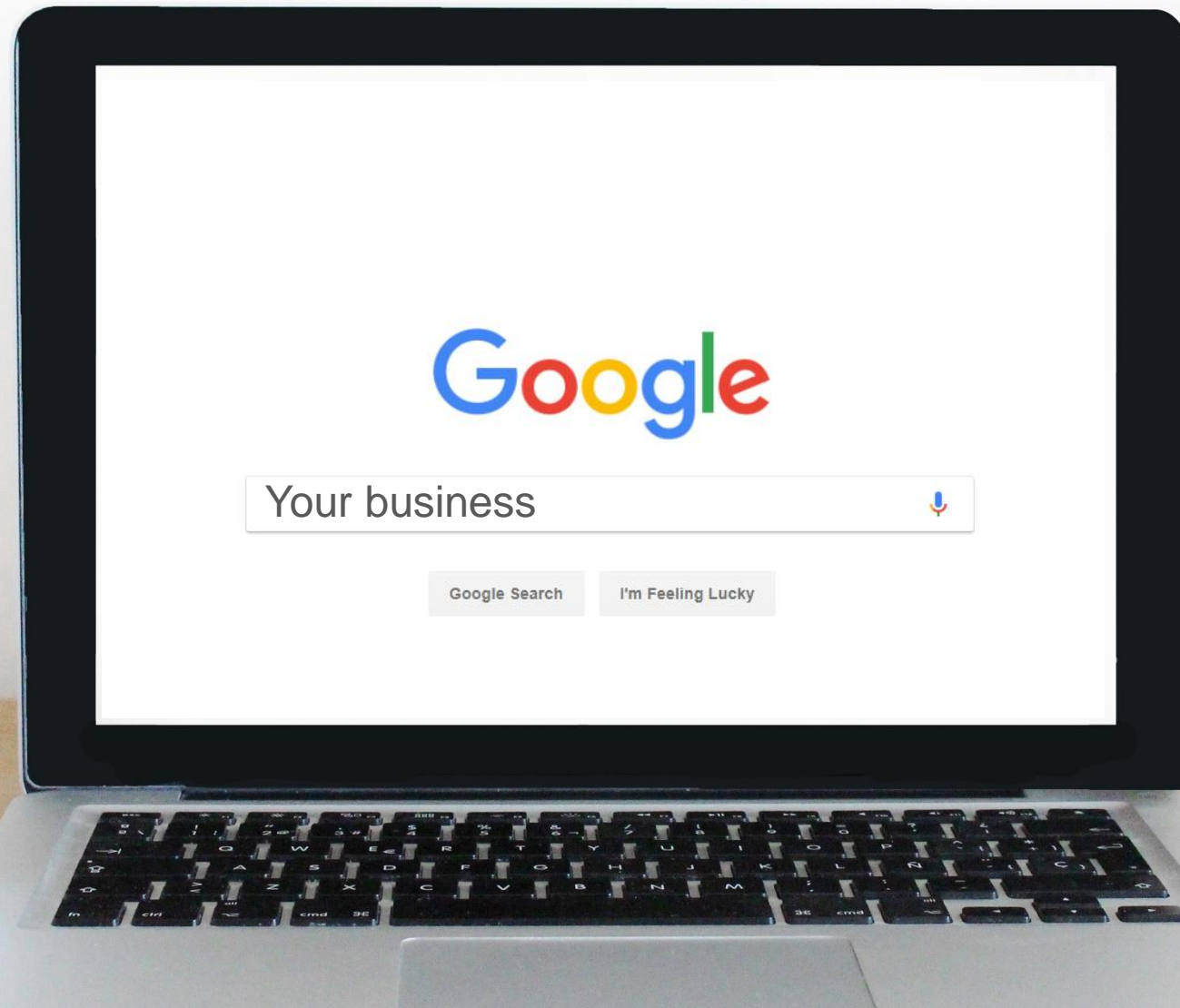


Bikram Yoga Merrimack Valley
January 24 at 11:34 AM

Like Page

Like Comment Share

What do people find if they go looking for your business?



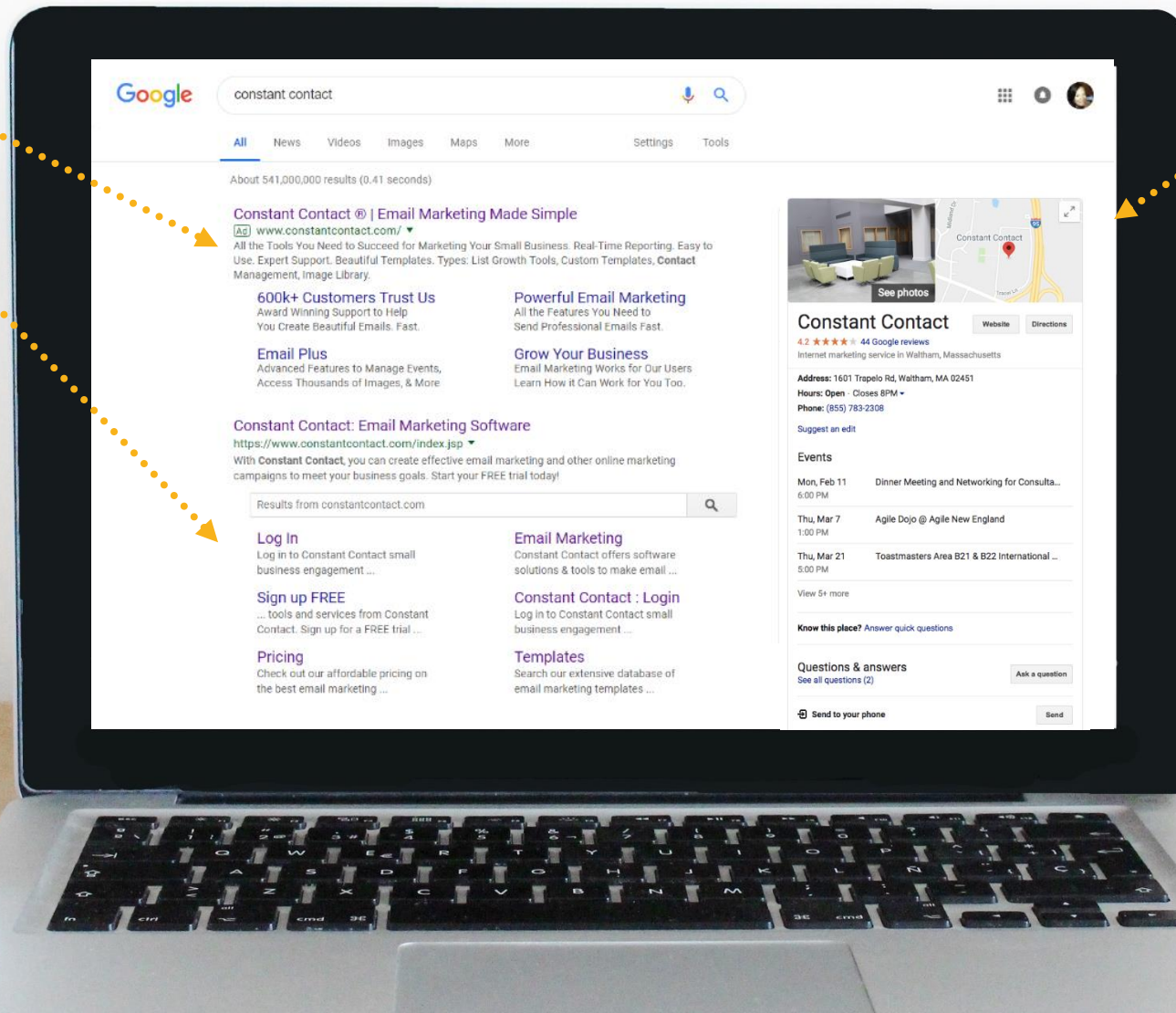


Here's what they may find...

Paid ad

Organic result

Google My Business listing



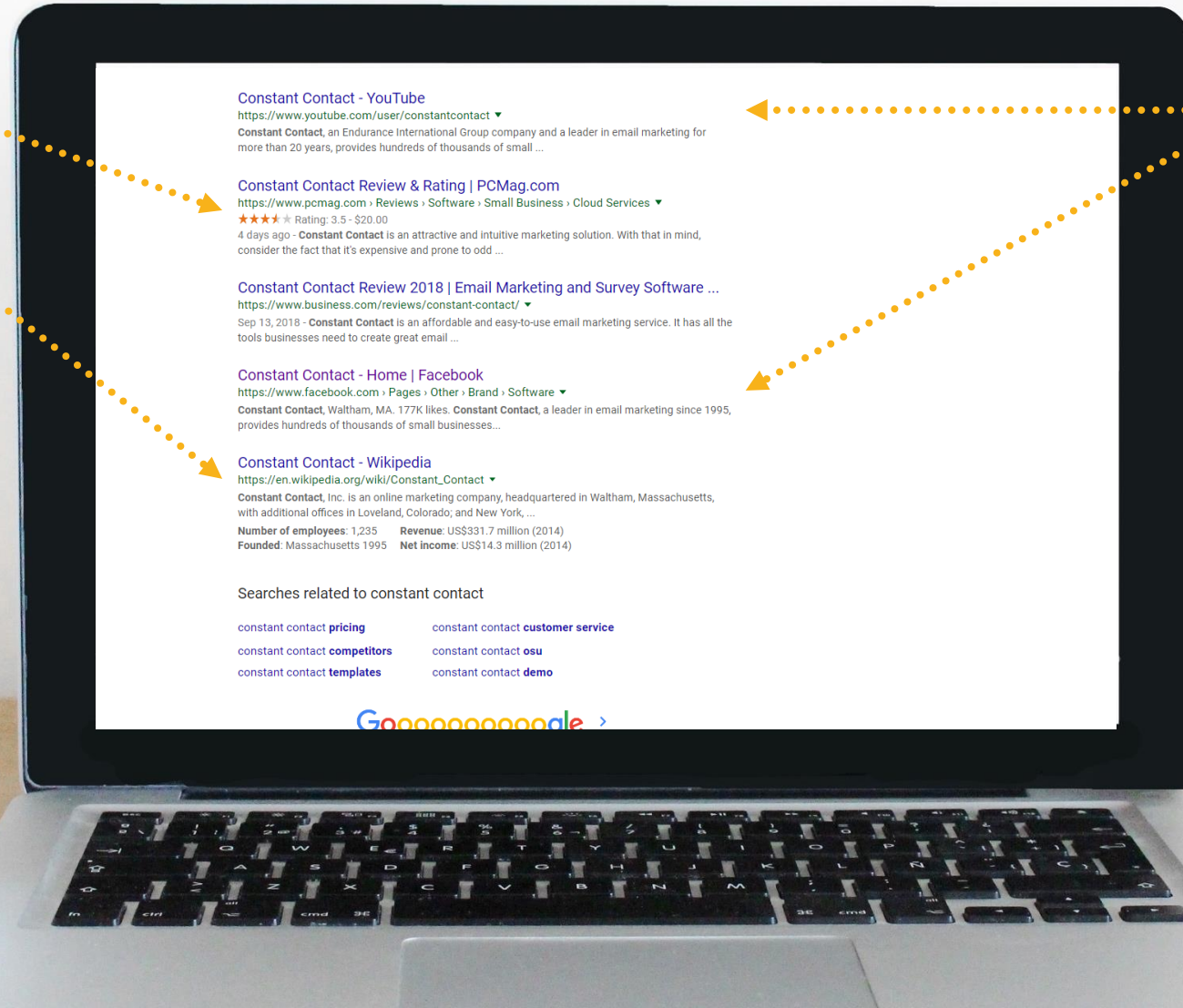


Here's what they may find...

Reviews

Wikipedia

Social media



Constant Contact - YouTube
<https://www.youtube.com/user/constantcontact>
Constant Contact, an Endurance International Group company and a leader in email marketing for more than 20 years, provides hundreds of thousands of small ...

Constant Contact Review & Rating | PCMag.com
<https://www.pcmag.com/reviews/software/small-business/cloud-services>
★★★★★ Rating: 3.5 - \$20.00
4 days ago - Constant Contact is an attractive and intuitive marketing solution. With that in mind, consider the fact that it's expensive and prone to odd ...

Constant Contact Review 2018 | Email Marketing and Survey Software ...
<https://www.business.com/reviews/constant-contact/>
Sep 13, 2018 - Constant Contact is an affordable and easy-to-use email marketing service. It has all the tools businesses need to create great email ...

Constant Contact - Home | Facebook
<https://www.facebook.com/Pages/Other/Brand/Software>
Constant Contact, Waltham, MA. 177K likes. Constant Contact, a leader in email marketing since 1995, provides hundreds of thousands of small businesses...

Constant Contact - Wikipedia
https://en.wikipedia.org/wiki/Constant_Contact
Constant Contact, Inc. is an online marketing company, headquartered in Waltham, Massachusetts, with additional offices in Loveland, Colorado, and New York, ...
Number of employees: 1,235 Revenue: US\$331.7 million (2014)
Founded: Massachusetts 1995 Net income: US\$14.3 million (2014)

- Searches related to constant contact
- constant contact pricing
 - constant contact customer service
 - constant contact competitors
 - constant contact osu
 - constant contact templates
 - constant contact demo



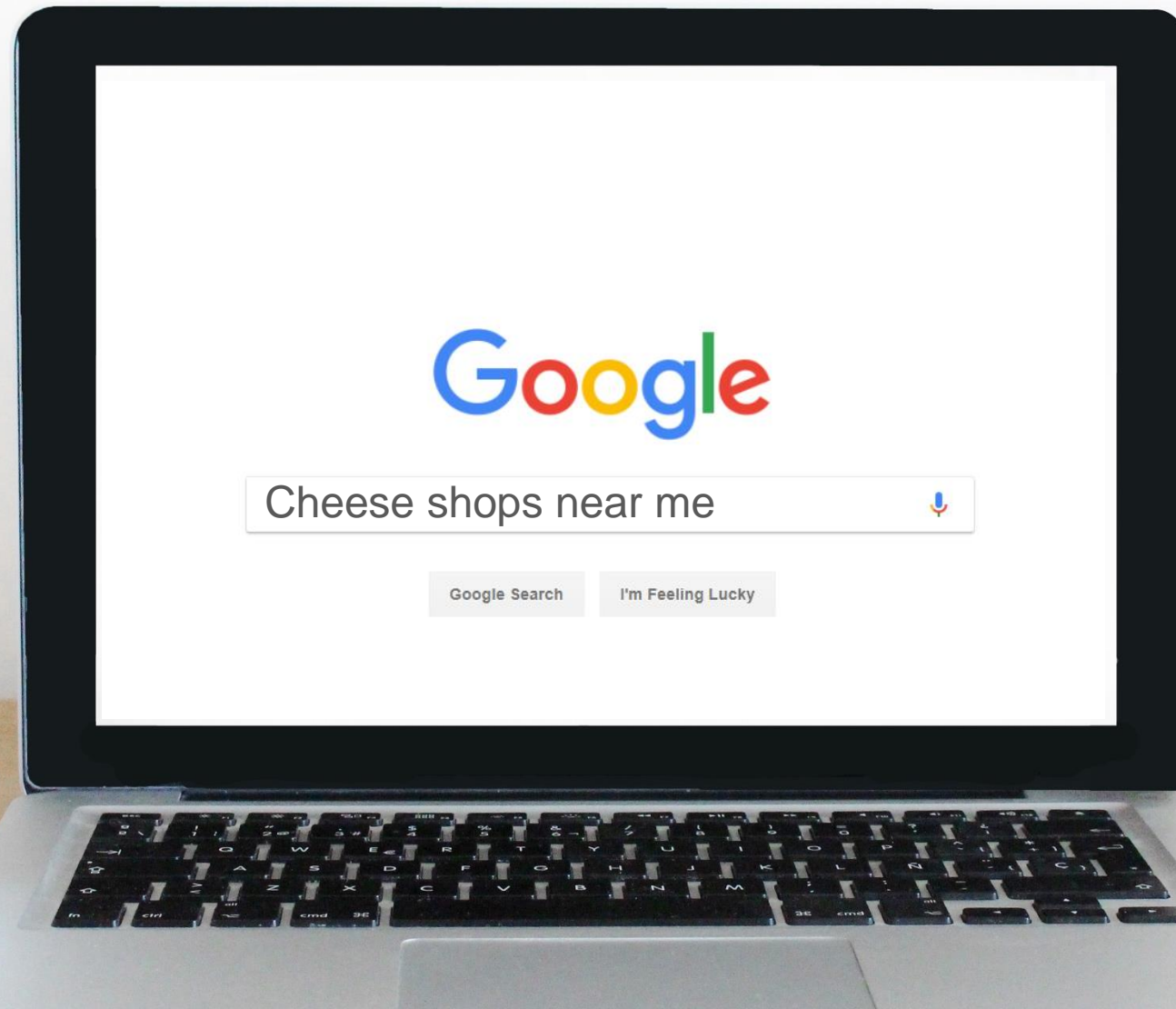


If you're not online...

Prospects can't find you.

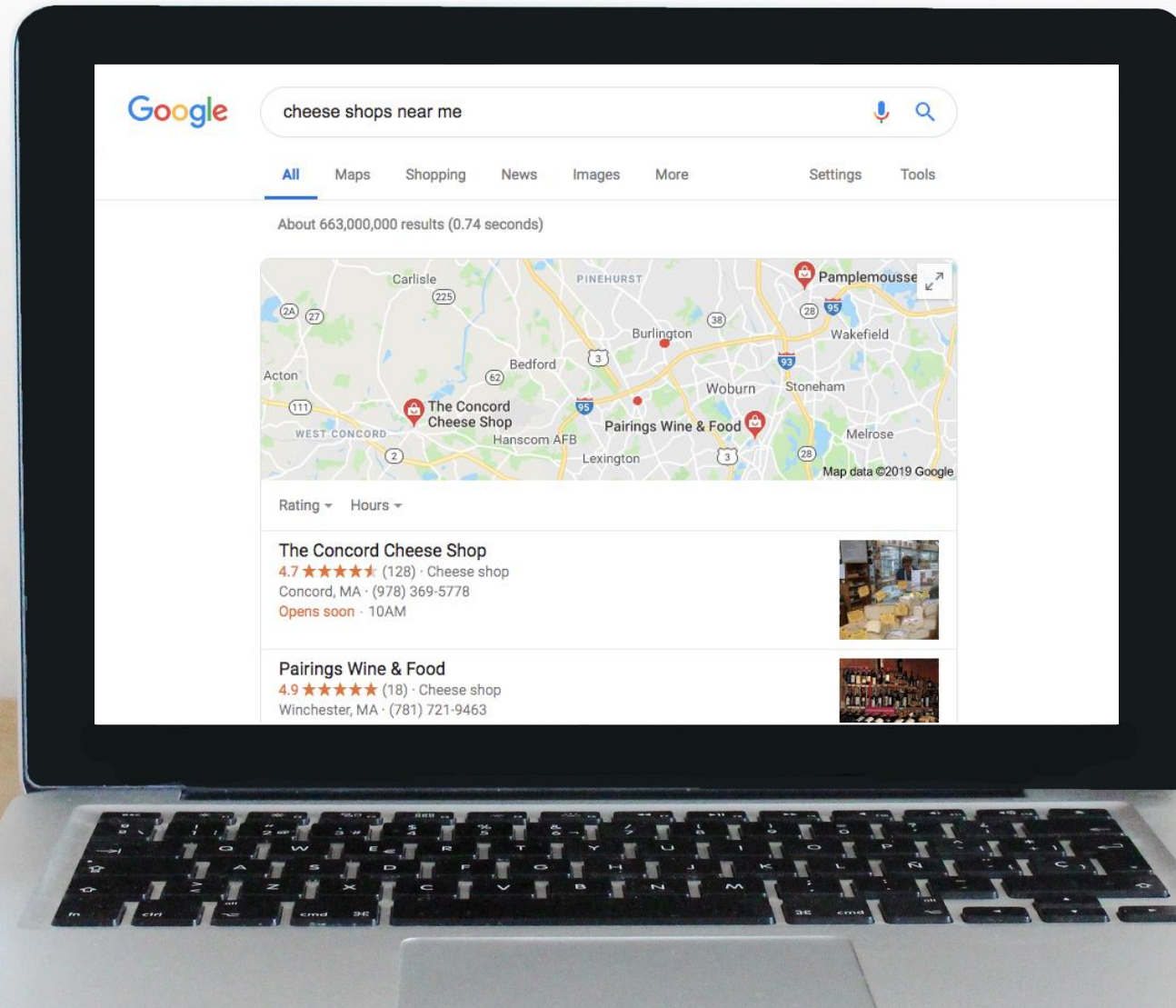


Search for what your business should be found for





Do you show up?





What do they find when they click through?

[The Best 10 Cheese Shops near Concord, MA 01742 - Last Updated ...](#)

<https://www.yelp.com> › Concord, MA › Food › Specialty Food › Cheese Shops

Best Cheese Shops in Concord, MA 01742 - The Concord Cheese Shop, Wasik's Cheese Shop, Mullahy's, Pecorino, Mill ... The nearest competitor in terms of...

[The Best 10 Cheese Shops in Worcester, MA - Last Updated January ...](#)

<https://www.yelp.com> › Worcester, MA › Food › Specialty Food › Cheese Shops ▼

Best Cheese Shops in Worcester, MA - Pecorino, Crust Artisan Bakeshop, ... "Excellent cheese shop which I am glad to have near my home. ... selection is as good as the Concord Cheese Shop, and they're much more convenient for me.

[Concord Cheese Shop](#)

concordcheeseshop.com/ ▼

Jan 4, 2019 - Welcome to the Cheese Shop of Concord! To truly ... We carry the finest cheeses from around the world and right here in our backyard. At any ...

[Cheese Shop - culture: the word on cheese](#)

<https://culturecheesemag.com/cheese-shop> ▼

Find cheese in your neighborhood with our cheese-store locator. Search our unique index for maps to thousands of artisanal cheese shops, delicatessens, cafés ...

[Worlds largest selection of Wisconsin Cheese since 1938](#)

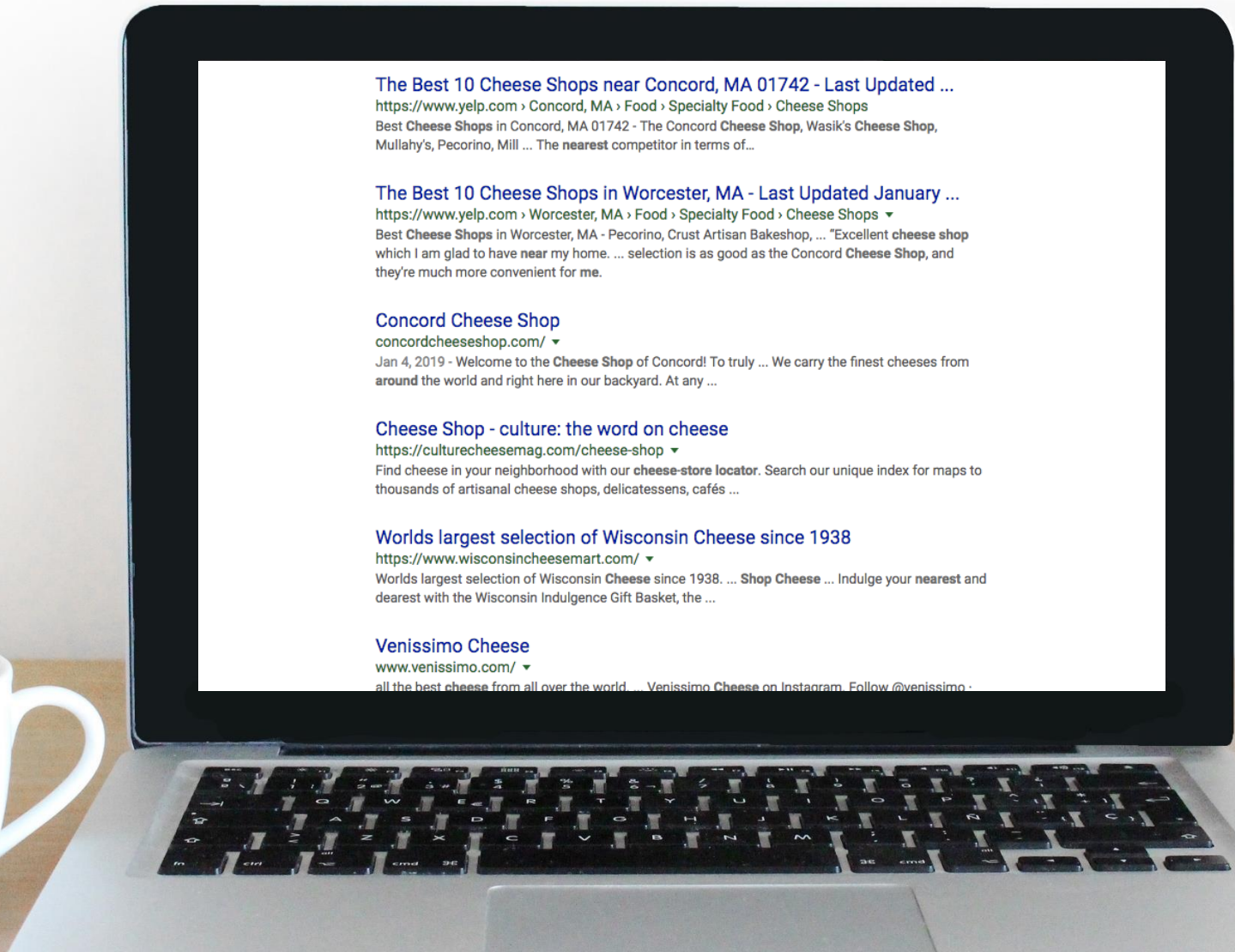
<https://www.wisconsincheesemart.com/> ▼

Worlds largest selection of Wisconsin Cheese since 1938. ... Shop Cheese ... Indulge your nearest and dearest with the Wisconsin Indulgence Gift Basket, the ...

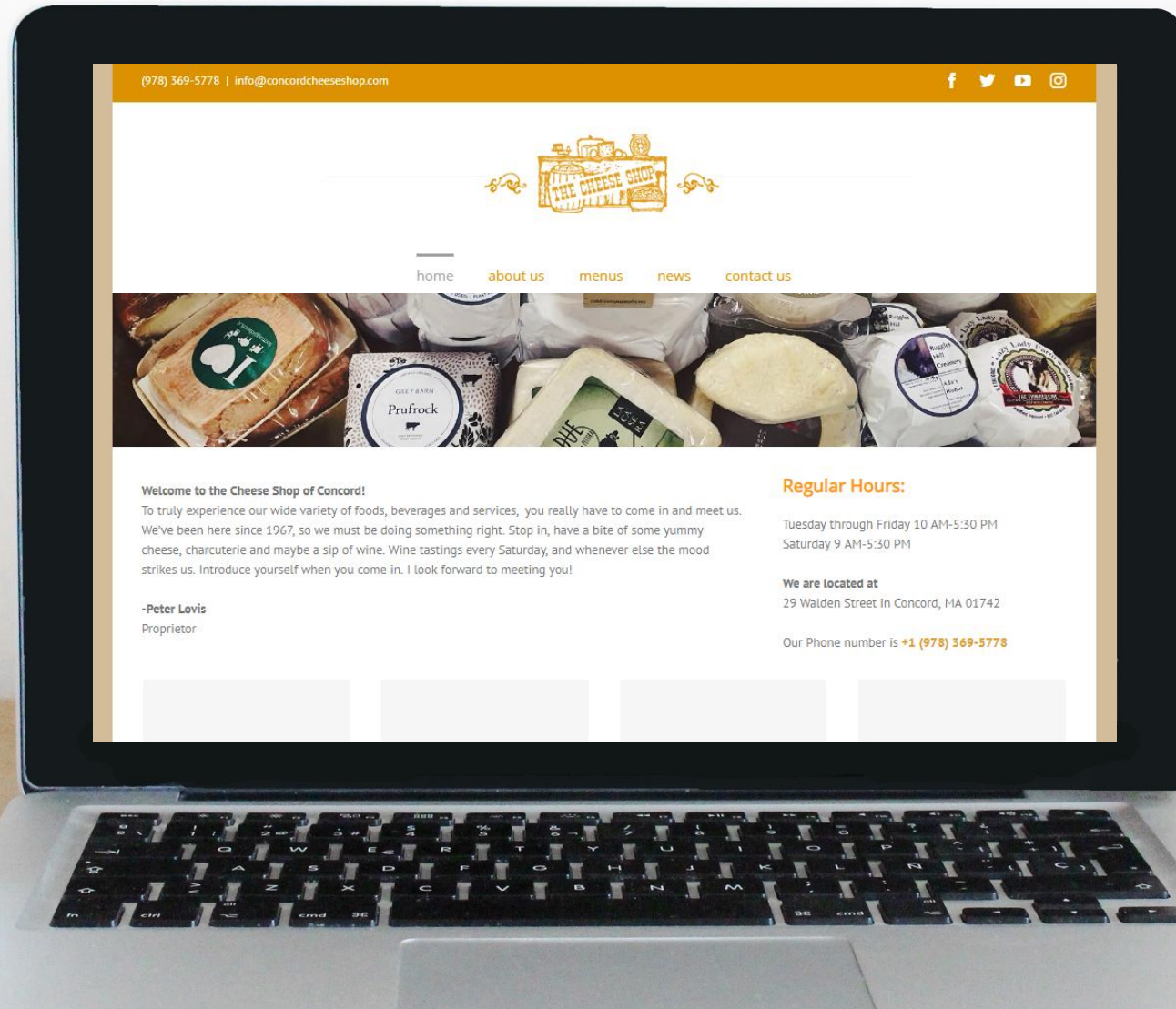
[Venissimo Cheese](#)

www.venissimo.com/ ▼

all the best cheese from all over the world. Venissimo Cheese on Instagram. Follow @venissimo -



Is it what they're looking for?

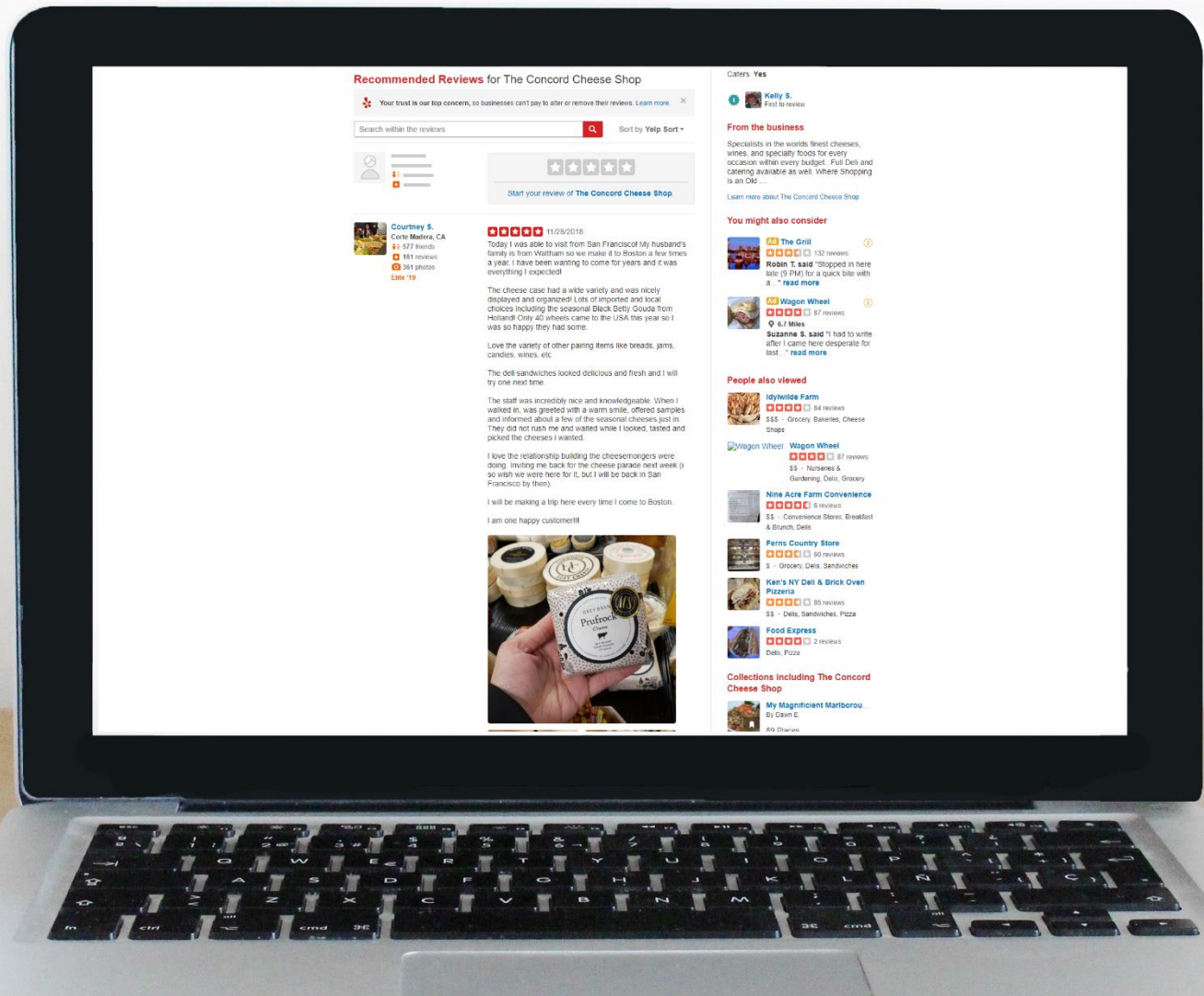


What opinions are they forming?





Are you paying attention?



Recommended Reviews for The Concord Cheese Shop

Your trust is our top concern, so businesses can't pay to alter or remove their reviews. [Learn more](#)

Search within the reviews Sort by Yelp Sort

[Start your review of The Concord Cheese Shop](#)

Courtney S.
 Corte Madera, CA
 577 friends
 161 reviews
 361 photos
 Like 19

11/28/2018
 Today I was able to visit from San Francisco! My husband's family is from William so we make it to Boston a few times a year. I have been wanting to come for years and it was everything I expected.

The cheese case had a wide variety and was nicely displayed and organized! Lots of imported and local choices including the seasonal Black Betty Gouda from Holland! Only 40 wheels came to the USA this year so I was so happy they had some.

Love the variety of other pairing items like breads, jams, candies, wines, etc.

The deli sandwiches looked delicious and fresh and I will try one next time.

The staff was incredibly nice and knowledgeable. When I walked in, was greeted with a warm smile, offered samples and informed about a live of the seasonal cheeses just in. They did not rush me and waited while I looked, tasted and picked the cheeses I wanted.

I love the relationship building the cheesemongers were doing. Inviting me back for the cheese parade next week (I so wish we were here for it, but I will go back in San Francisco by then).

I will be making a trip here every time I come to Boston.

I am one happy customer!!!



Caters: Yes

Kathy S.
 First to review

From the business

Specialists in the worlds finest cheeses, wines, and specialty foods for every occasion within every budget. Full Deli and catering available as well. Where Shopping to an Old.

[Learn more about The Concord Cheese Shop](#)

You might also consider

- The Grill**
 132 reviews
Robin T. said "Stopped in here late (9 PM) for a quick bite with a..." [read more](#)
- Wagon Wheel**
 87 reviews
Suzanne S. said "I had to write after I came here desperate for last..." [read more](#)

People also viewed

- Idywild Farm**
 84 reviews
 \$\$ - Grocery, Bakers, Cheese Shops
- Wagon Wheel**
 87 reviews
 \$\$ - Nurseries & Gardening, Deli, Grocery
- Nine Acre Farm Convenience**
 4 reviews
 \$\$ - Convenience Stores, Breakfast & Brunch, Deli
- Ferns Country Store**
 60 reviews
 \$ - Grocery, Deli, Sandwiches
- Kat's NY Deli & Brick Oven Pizzeria**
 85 reviews
 \$\$ - Deli, Sandwiches, Pizza
- Food Express**
 2 reviews
 Deli, Pizza

Collections including The Concord Cheese Shop

- My Magnificent Marborough**
 By Dawn E.
 86 Reviews



Be found and start building relationships!

Make it easy for people to spread the word about you

Show up when people go looking

Provide accurate answers to questions



Here's the next thing to consider.

- How people find you online
- **How to set yourself up for success**
- How to encourage new & repeat business



Get online - You need:



Mobile-friendly website

.....

Email marketing tool

.....

Primary social channel

.....

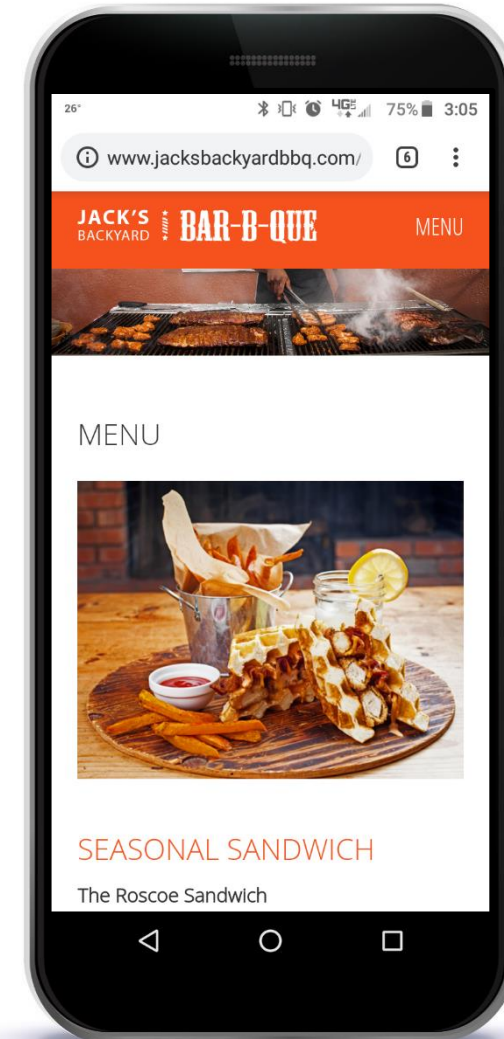
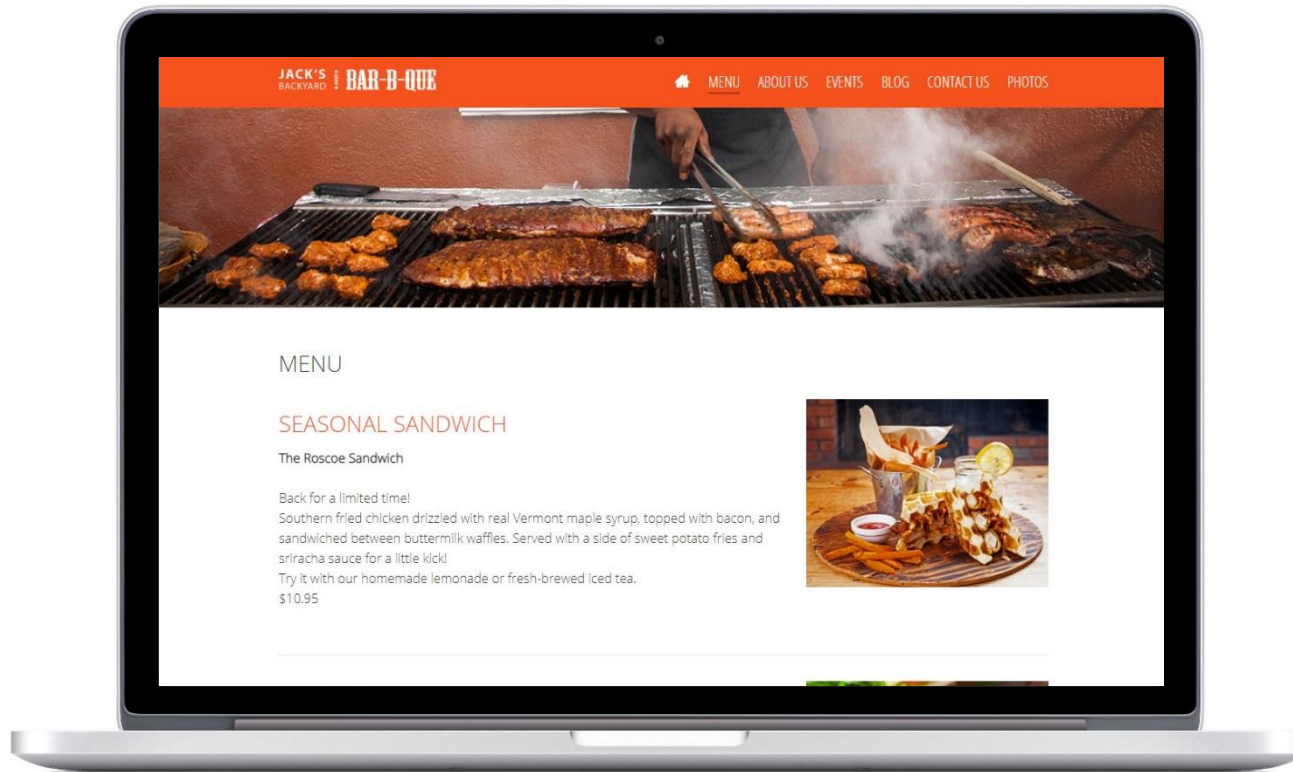
Up-to-date business listings

.....

Search engine optimization



Website: Yes, you need one!





Homepage: Your front door

What is your product or service?

.....

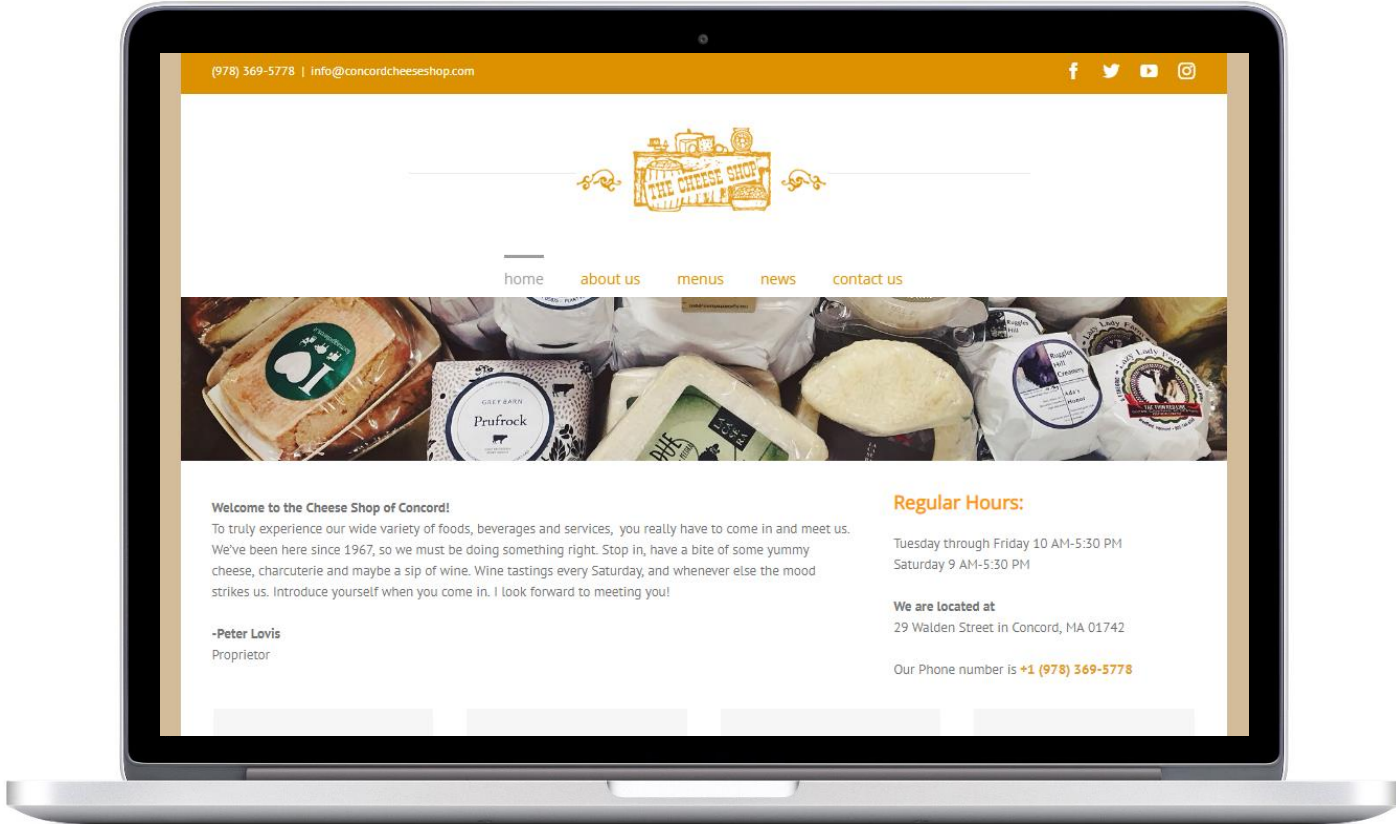
Who is it for?

.....

So what?

.....

What should they do next?



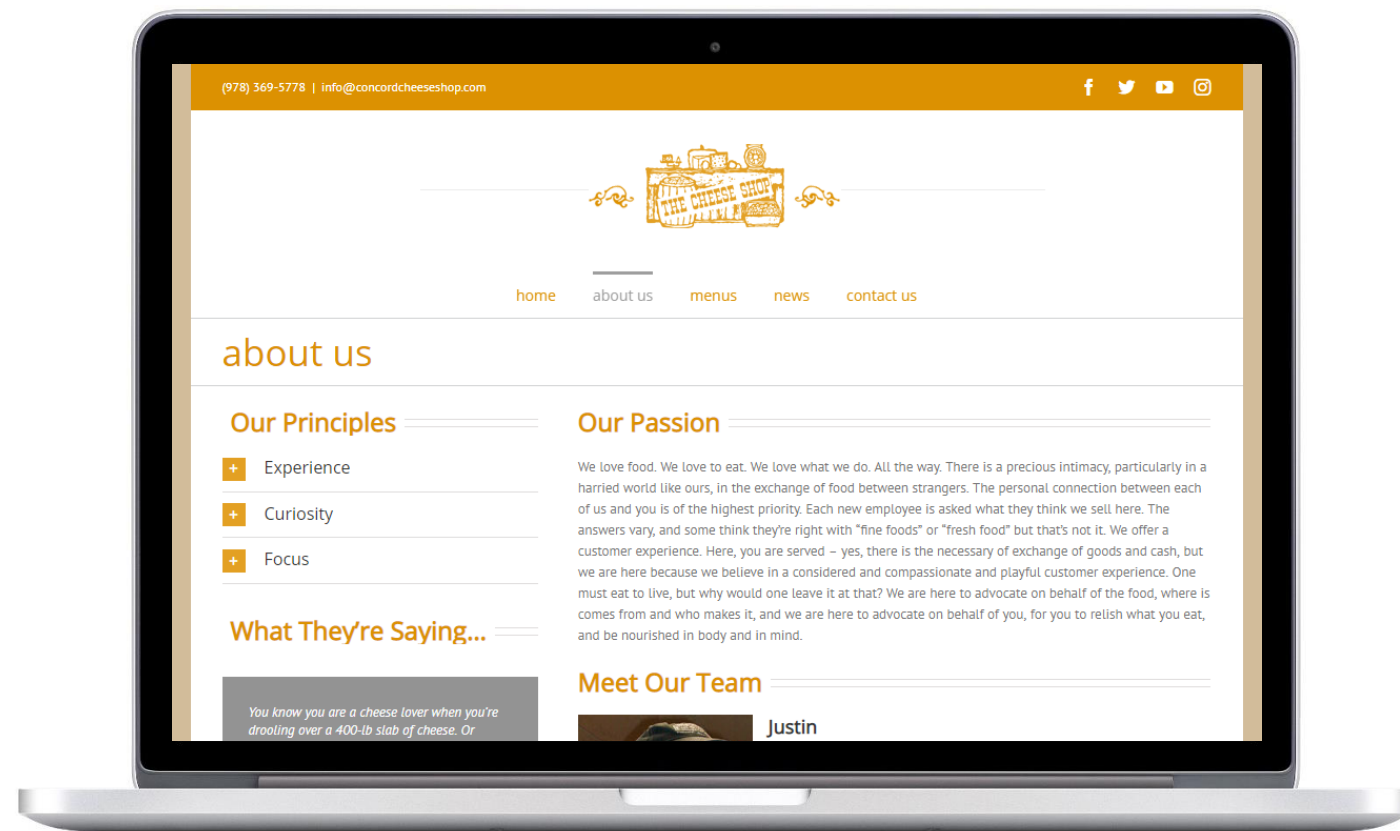


About page: Your story

What is your story?

Why should people care?

What makes you different?





Contact page: A chance to connect

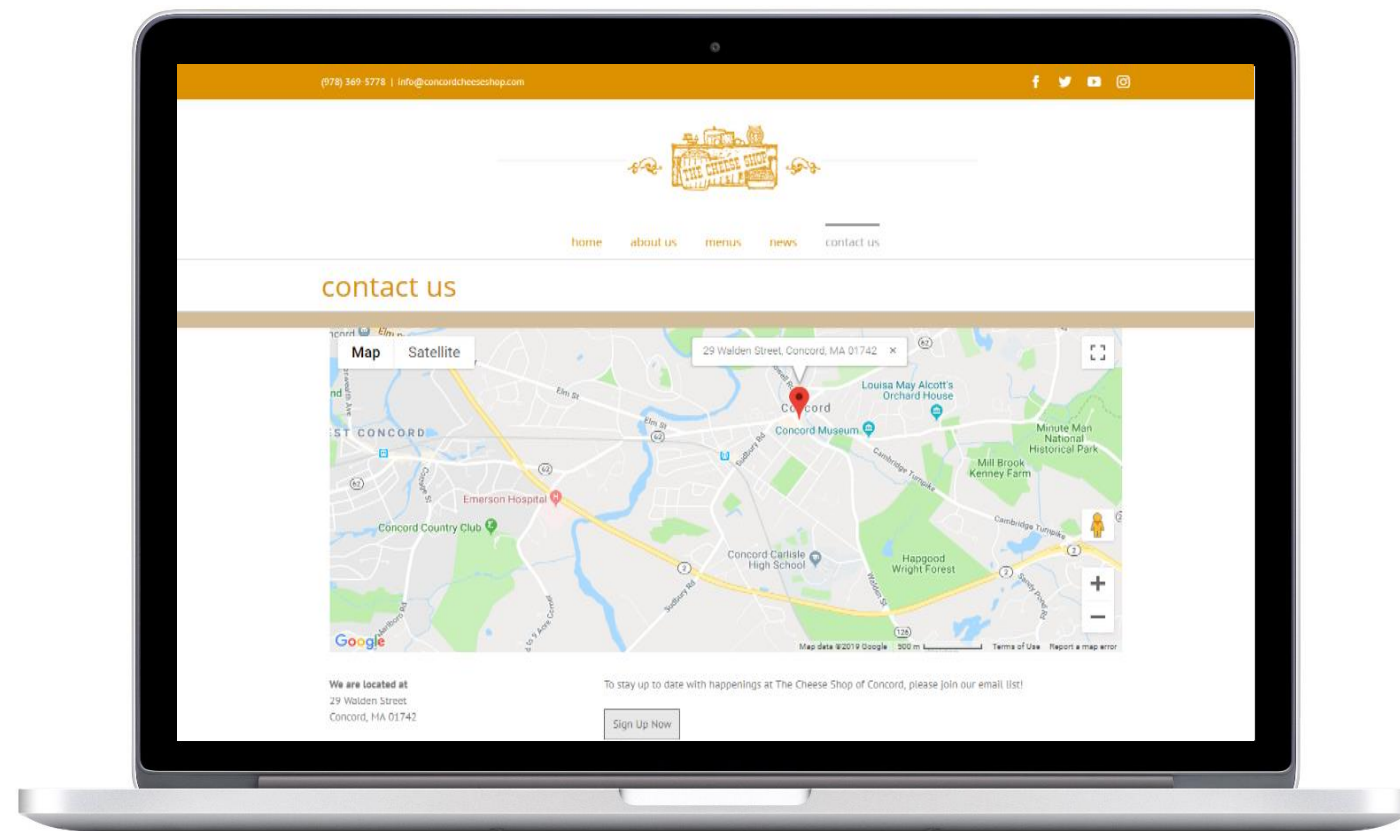
Where to find you?

.....

When can I find you?

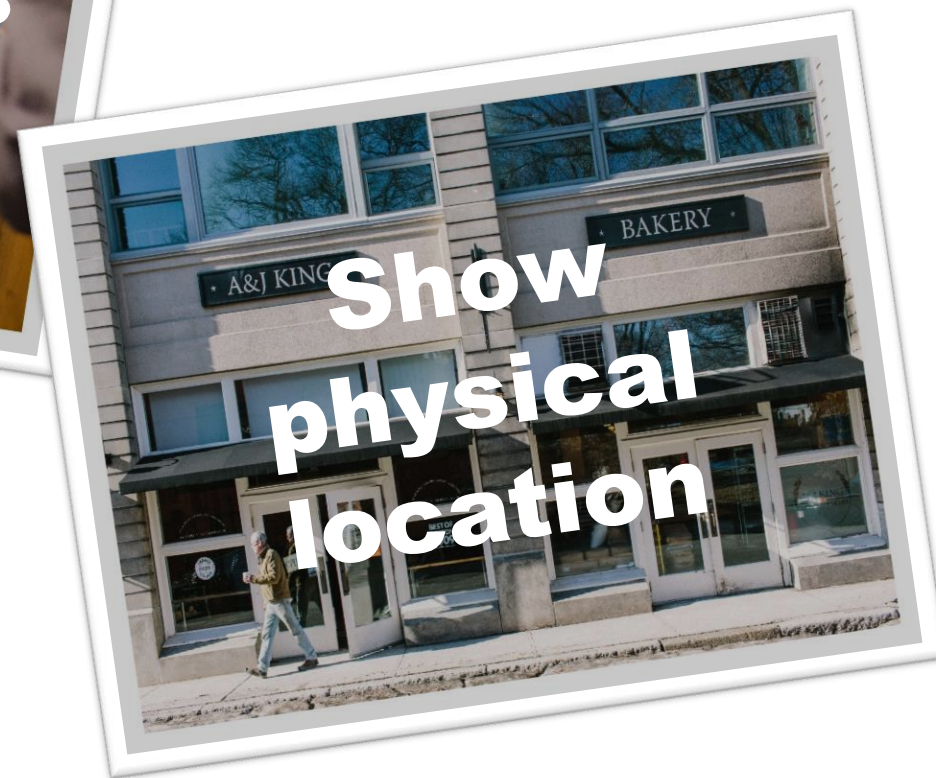
.....

How to contact you?





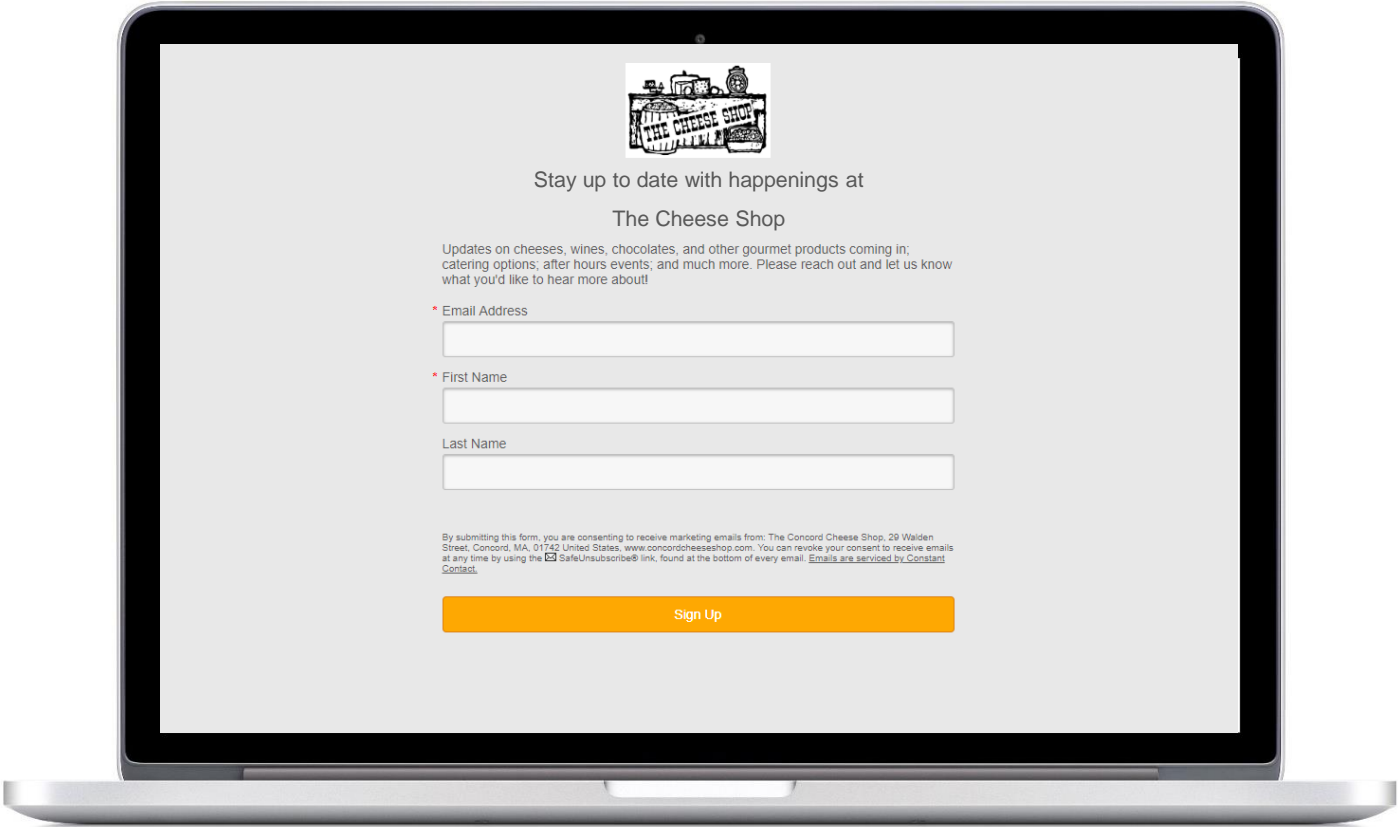
Images: More than pretty pictures





Email marketing: It's how you drive business

Collect email address so you can contact them on your terms.





Social Media: Doesn't have to overwhelm you

Claim your name on all channels

.....

Pick one for primary use

.....

Drive people to your website





Match your approach to the social channel



Competing with friends,
family, & news



Professional networking



Highly visual



Public news –
what's happening now



Visual tips and ideas



Video –
educational, entertaining

Listings/reviews: Provide accurate info and respond appropriately

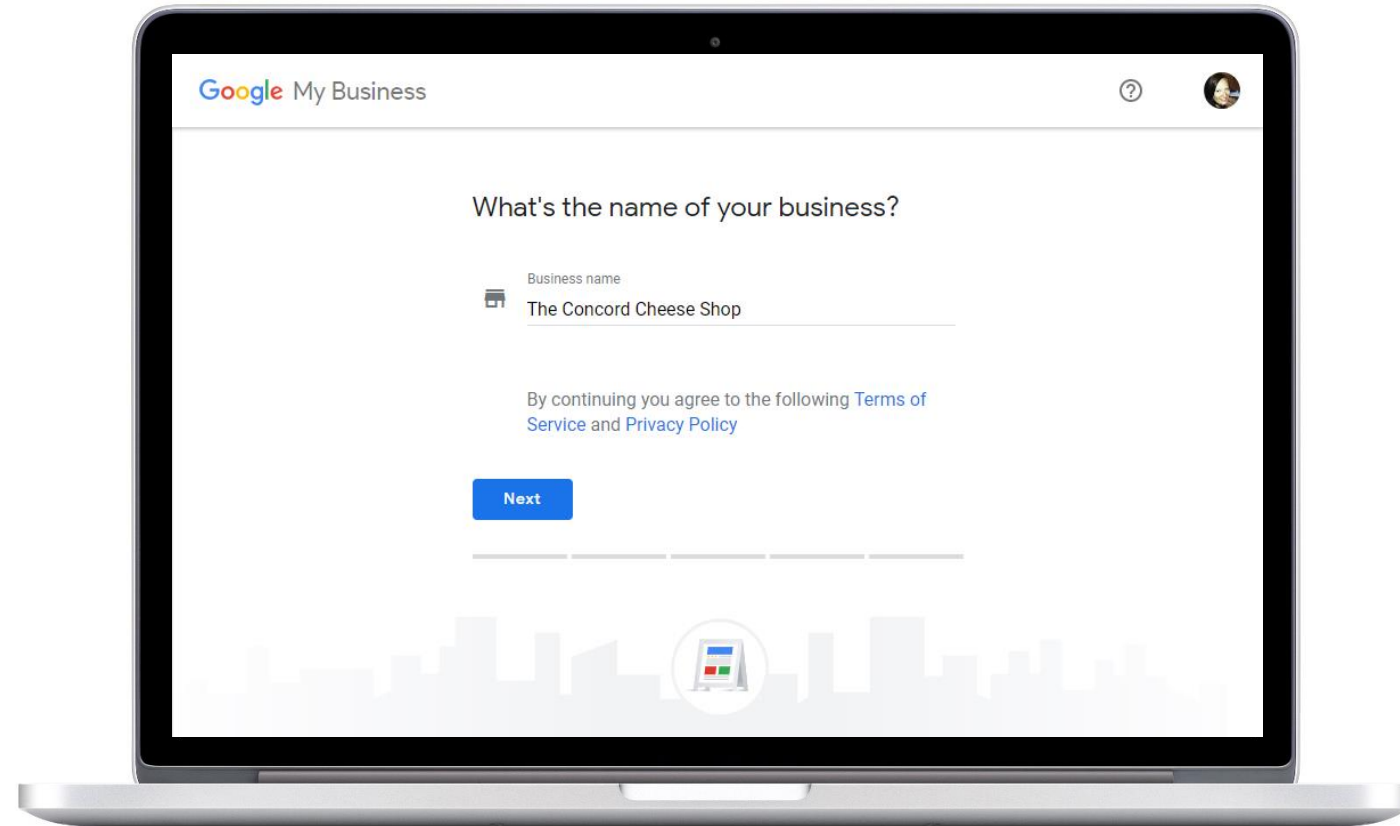


Claim:

- Facebook
- Google My Business
- Yelp

.....

Ensure up-to-date information





SEO can result in free traffic

1. Answer prospect questions



2. Start a blog



How will you know it's working?



Are they visiting your website?



Are they joining your email list?



Are they contacting you?



Are they making purchases?



Recap: Get online - You need:



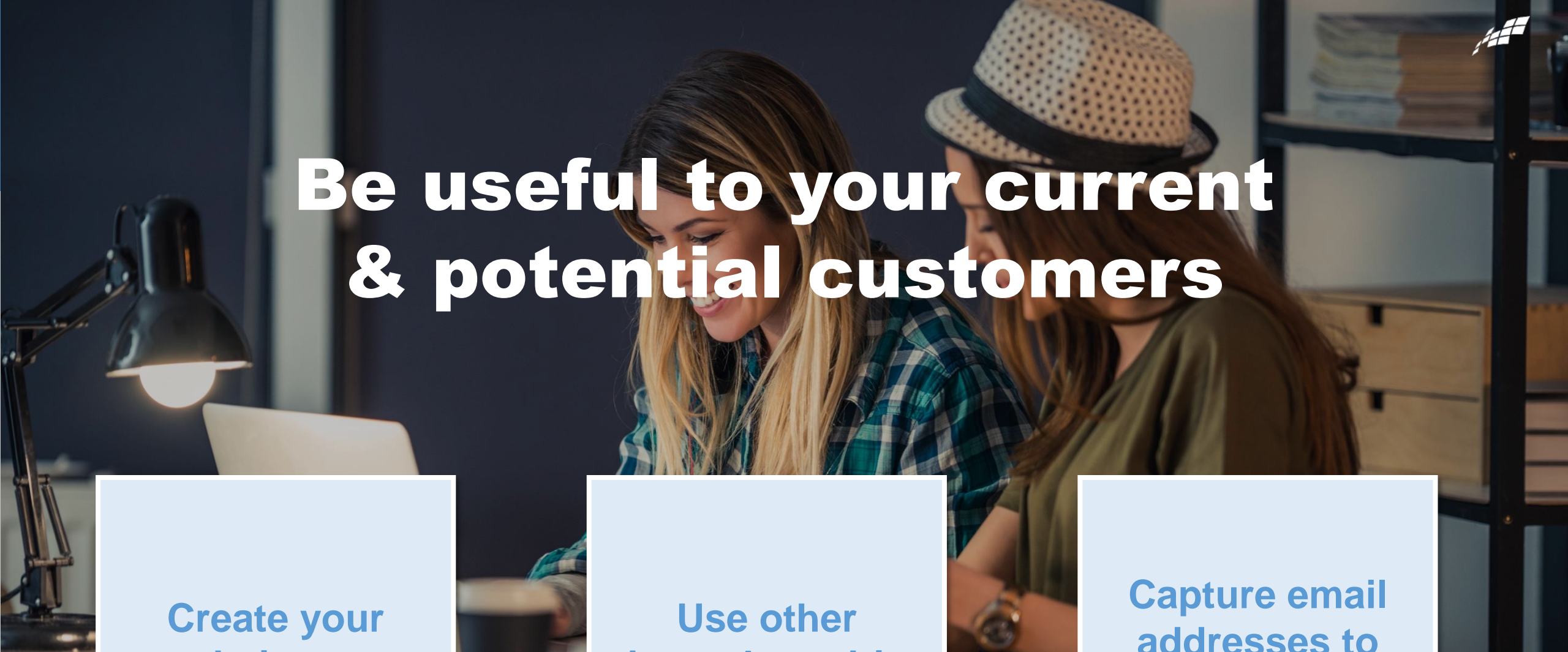
Mobile-friendly website

Email marketing tool

Primary social channel

Up-to-date business listings

Search engine optimization



Be useful to your current & potential customers

Create your
website as a
resource

Use other
channels to drive
to website

Capture email
addresses to
drive new and
repeat business

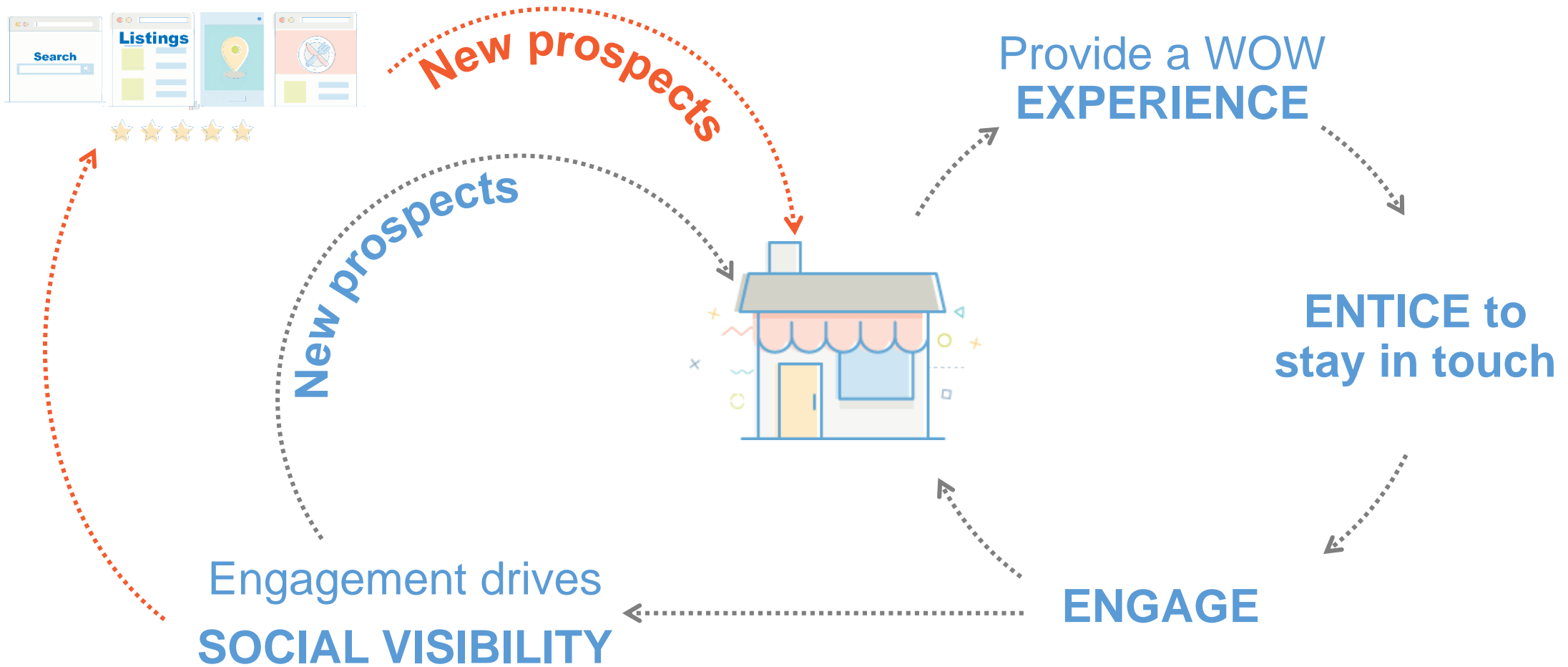


Lastly, let's not forget about...

- How people find you online
- How to set yourself up for success
- **How to encourage new & repeat business**

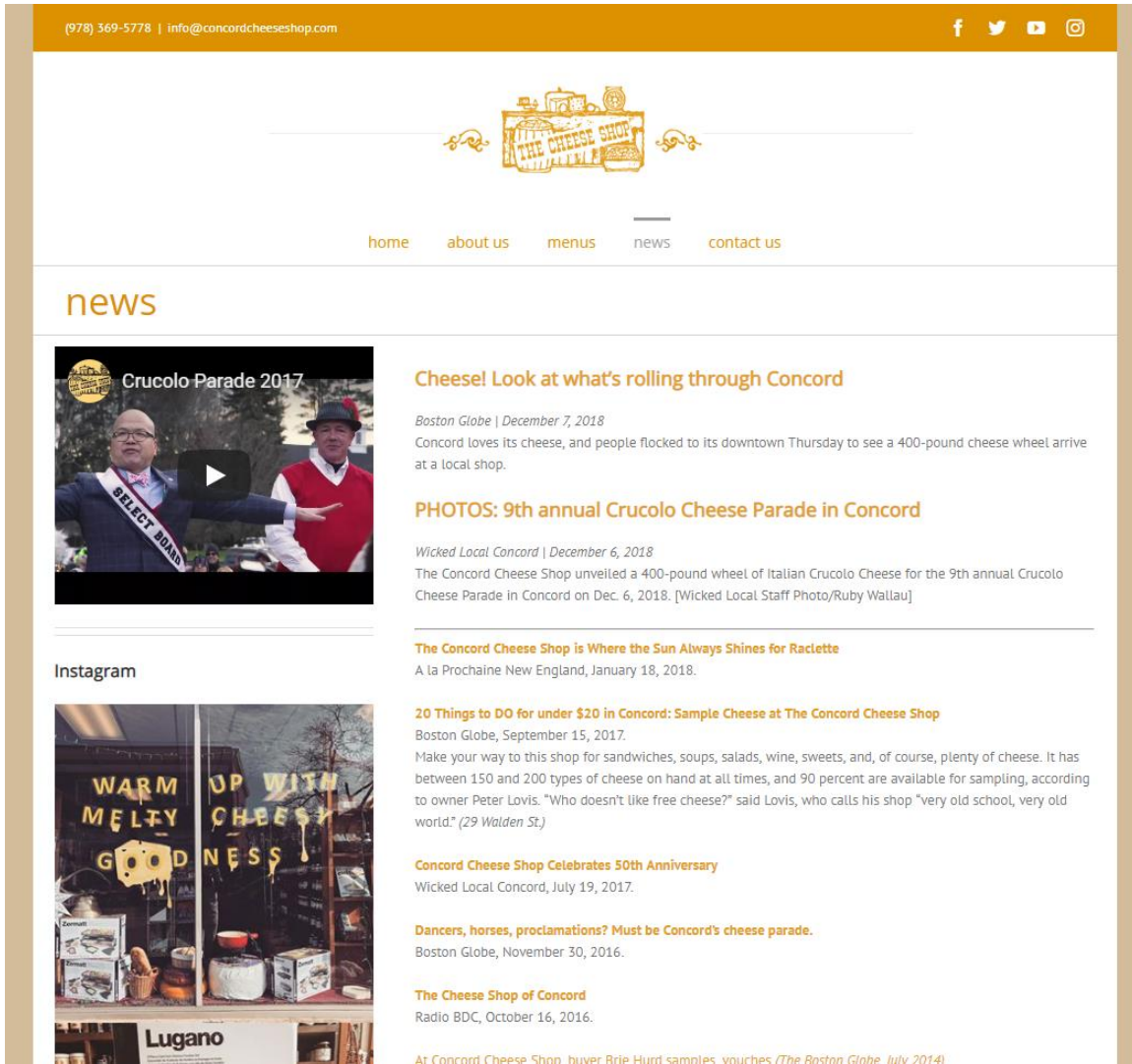


Increase word of mouth for your business





What does it look like?



Create helpful content on your website



What does it look like?



**Interact with people,
remember it's social**



What does it look like?

Join our Cheese Lovers Club and discover something new every month!



**NEW from The Cheese Shop:
Monthly Cheese Lovers Club**

Curious about new cheeses? Looking for a gift for a special food lover?

Then join The Club!

The Cheese Shop's new Monthly Cheese Lovers Club will feature our selections of three cheeses and accompaniments that reflect the character of a particular season, region, or set of flavor profiles. Club packages will be available for local pickup at The Cheese Shop or shipment anywhere in the continental U.S. on the second Friday of each month. Every package will include approximately 1 1/2 pounds of cheese, artisan crackers, and an accompaniment from our selection of gourmet foods, with notes about the cheeses and pairing suggestions. Monthly selections may include themes such as A Taste of Massachusetts, A Tour of Normandy, Traditional Cheeses of Europe, and more!

Available in 3, 6 and 12 month subscriptions, with inaugural shipments in March, 2016. Prices start at \$225 for a 3-month local subscription.

Call or visit The Cheese Shop to join today! Orders placed by the end of February will receive our first monthly selection with a special gift on Friday, March 11.

The Cheese Shop of Concord, 29 Walden Street, Concord, Mass 01742
(978) 369-5778 www.concordcheeseshop.com

Open 10:00 am - 5:30 pm, Tuesday through Friday
9:00 am - 5:30 pm on Saturday



Emails should provide exclusive, helpful & promotional content




What does it look like?

Photos Overview **Reviews** Q&A

charcuterie deli counter deli area broad selection green apple olive mix excellent selection

food items great advice build your own

1 - 10 of 186 reviews



travelingteacher51
Pepperell, Massachusetts
357 176


5 stars Reviewed 4 days ago

Quality

Stopped in with 4 friends who love the cheese. I was impressed with the quality of the products. The prices are high but reasonable for what you get. Imported cheese from Europe. There are imported wines, crackers, and chocolates too. There is a section for... [More](#)

Date of visit: February 2019

Thank travelingteacher51



423PeterR
New York City, New York
405 135


5 stars Reviewed December 30, 2018

Excellent cheeses and wines

Love this place with its rustic ambiance and excellent selection of cheeses. The wines are also very interesting, and the person in charge exceedingly knowledgeable and passionate about the wines he chooses. The sandwiches and prepared foods are also fabulous.

Date of visit: December 2018

Thank 423PeterR



Bill N
16


5 stars Reviewed December 11, 2018

Cheese, Glorious Cheese!!

I have been going to cheese shop for decades! Whether its to sample a piece of cheese, grab a great sandwich not to mention the selection of wine.

Date of visit: November 2018

Thank Bill N



Jean D
2

5 stars Reviewed October 22, 2018

Very personalized service

When we visited Concord each day was not complete without a stop at the Concord Wine and Cheese shop. The staff is extremely attentive and helpful especially Rodney who personally made sure we had everything we needed. He even sent us off with a bag... [More](#)

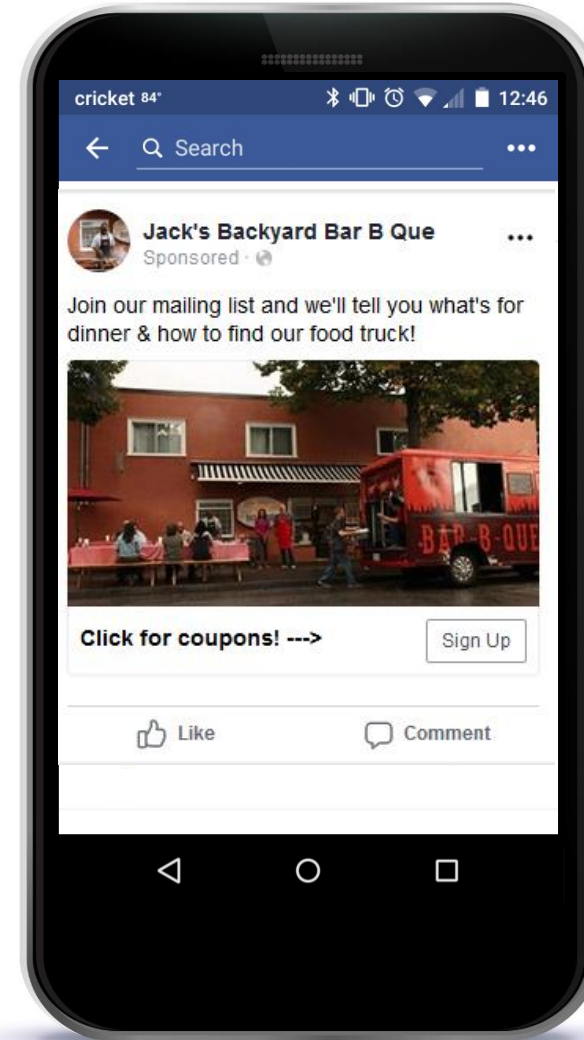
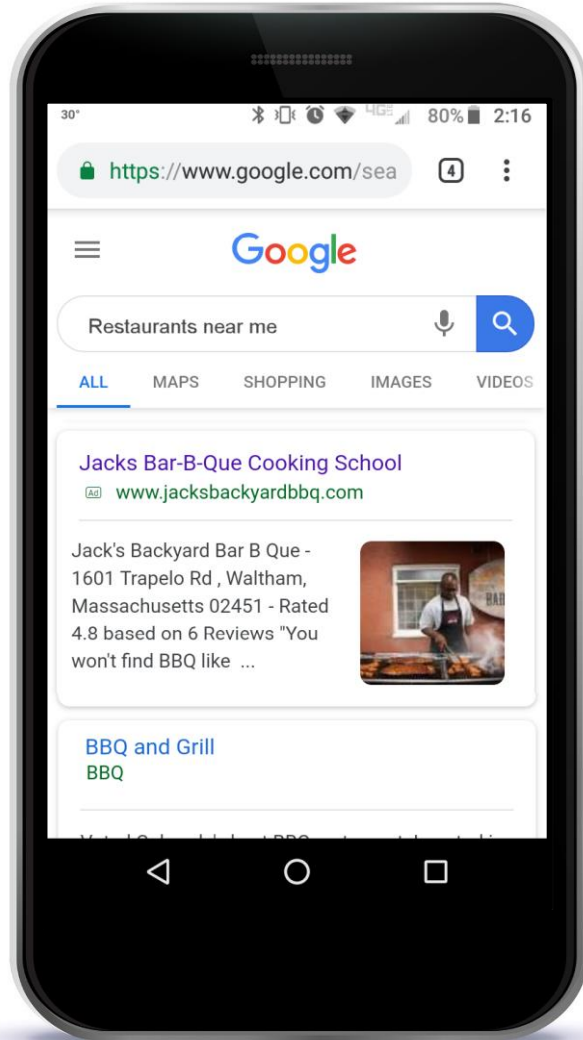
Date of visit: October 2018

Thank Jean D

Engage with reviews to build trust – say ‘*Thanks*’ and ask for more information when needed

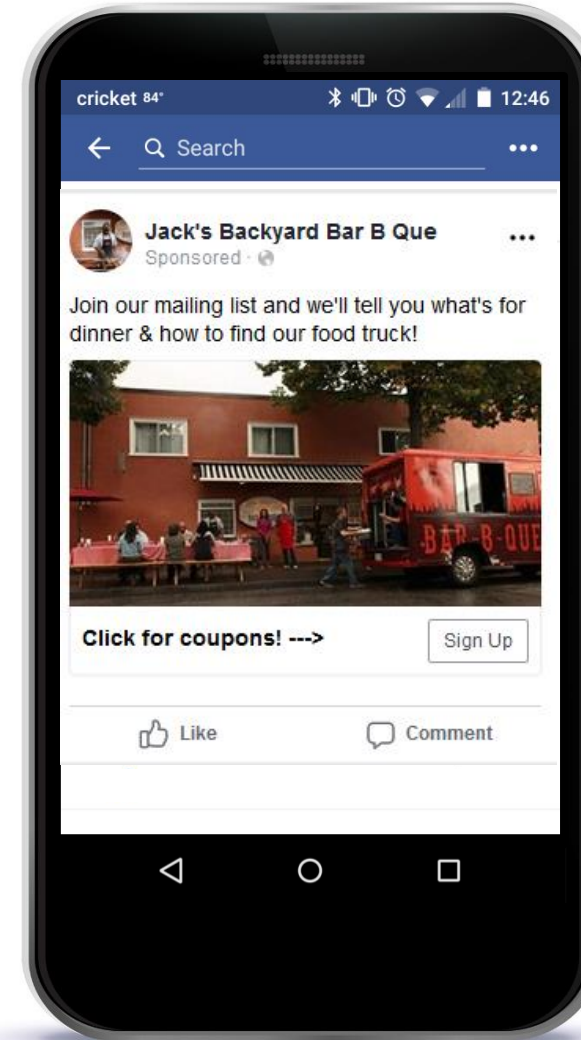
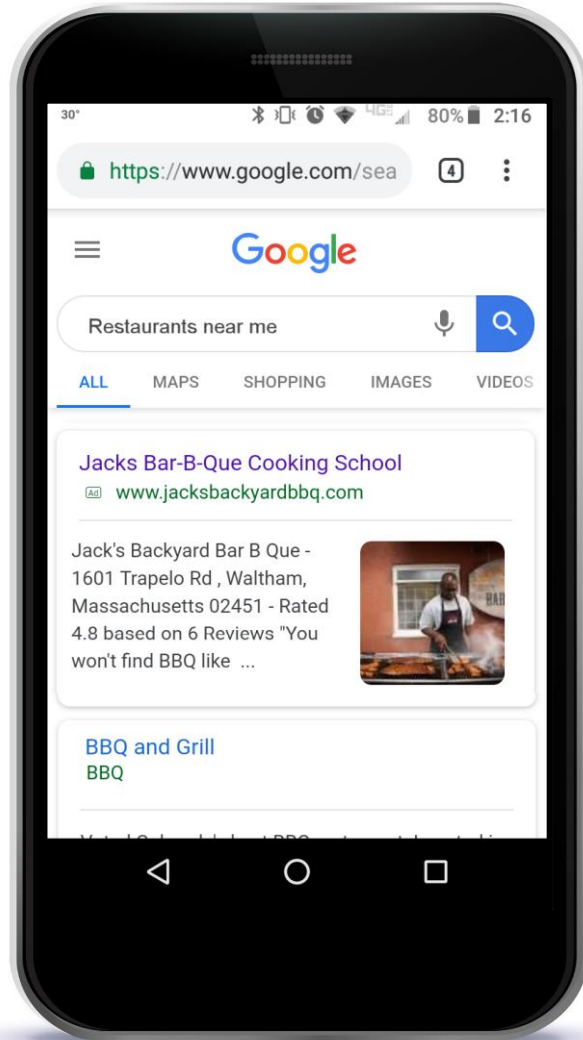


You can and *should* use paid tactics.





You can and *should* use paid tactics.



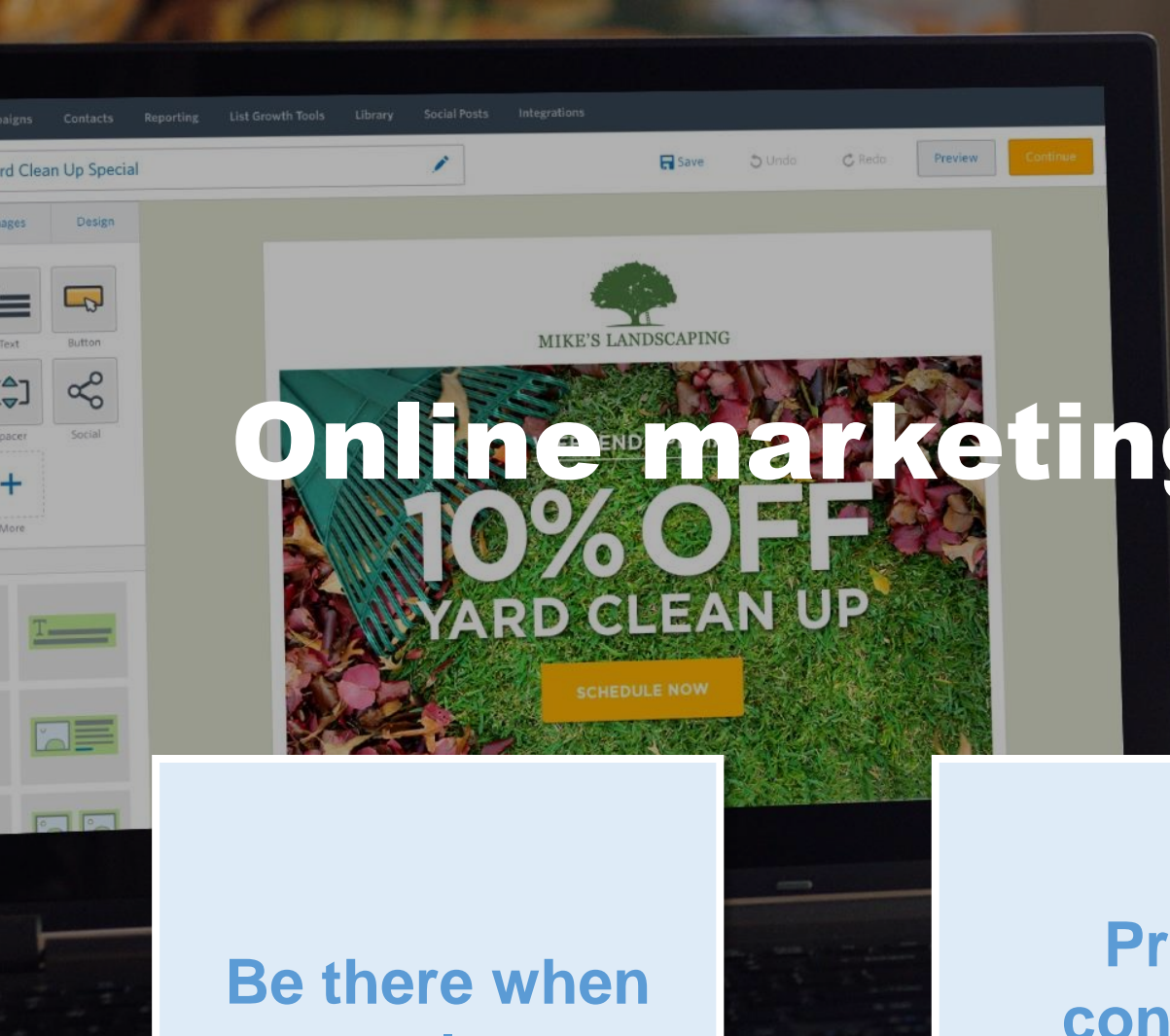


Generate new & repeat business

Experience
Entice
Engage

Be helpful

Experiment with
paid tactics



Online marketing can work for you!

Be there when people go looking

Provide consistent answers to their questions

Engage to stay top of mind



5 steps to online marketing success

Step

1

Ensure your business can be found online



Step

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Step

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Step

4

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Step

5

Measure success





Visit Constant Contact

Powerful tools. Marketing advice.
And more.

Get started today!
[ConstantContact.com](https://www.constantcontact.com)

Get marketing tips delivered to your inbox!

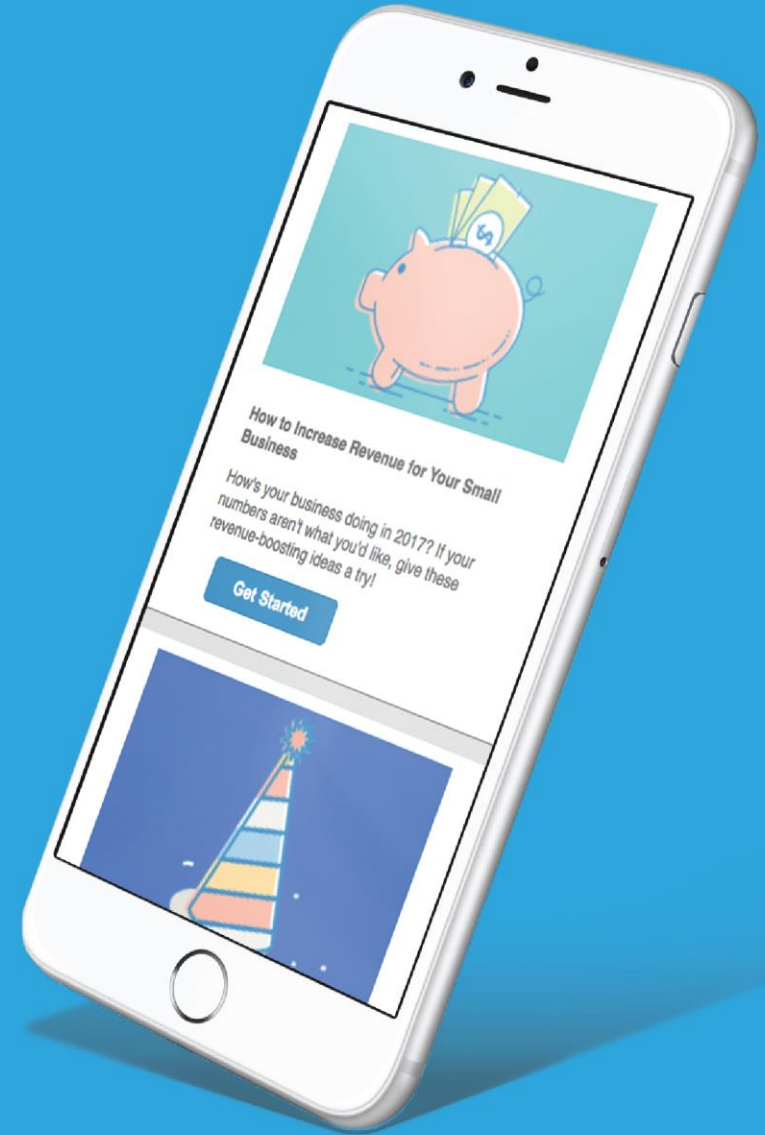
Just send your email address by text message:

Text

CCHINTS

to 22828 to get started.

Constant Contact® 



Message and data rates may apply.



Thank you!