



12 Places Your Business needs to be Found To Attract More Customers and Maximize Marketing Efforts



The Changing Business Landscape

The landscape of the business environment is rapidly changing and those businesses that can make the necessary adjustments will succeed. The invention of the internet and the popularity of mobile devices has greatly affected the way that customers interact with local small businesses. If your small business is not available where the customer is looking it is likely that you will be overlooked and will not be able to continue generating the number of new customers or sales that will sustain the your business.

In this report, I will provide a list of the 12 essential places that your business needs to be found. This report is intended to be a helpful resource to ensure that you, as a local business owner, are aware of the new business marketing cultures and to put you in a position to grow your business.

1. **In Search Engines** - The first place you need to be located is in Search Engines. The creation of the search engine has made finding anything on the web so much faster. Before search engines, you had to know and remember the exact website address of every site you wanted to visit. But now there is hardly anyone that has access on the internet that is not familiar with Google, Bing, Yahoo, Ask, or AOL search.

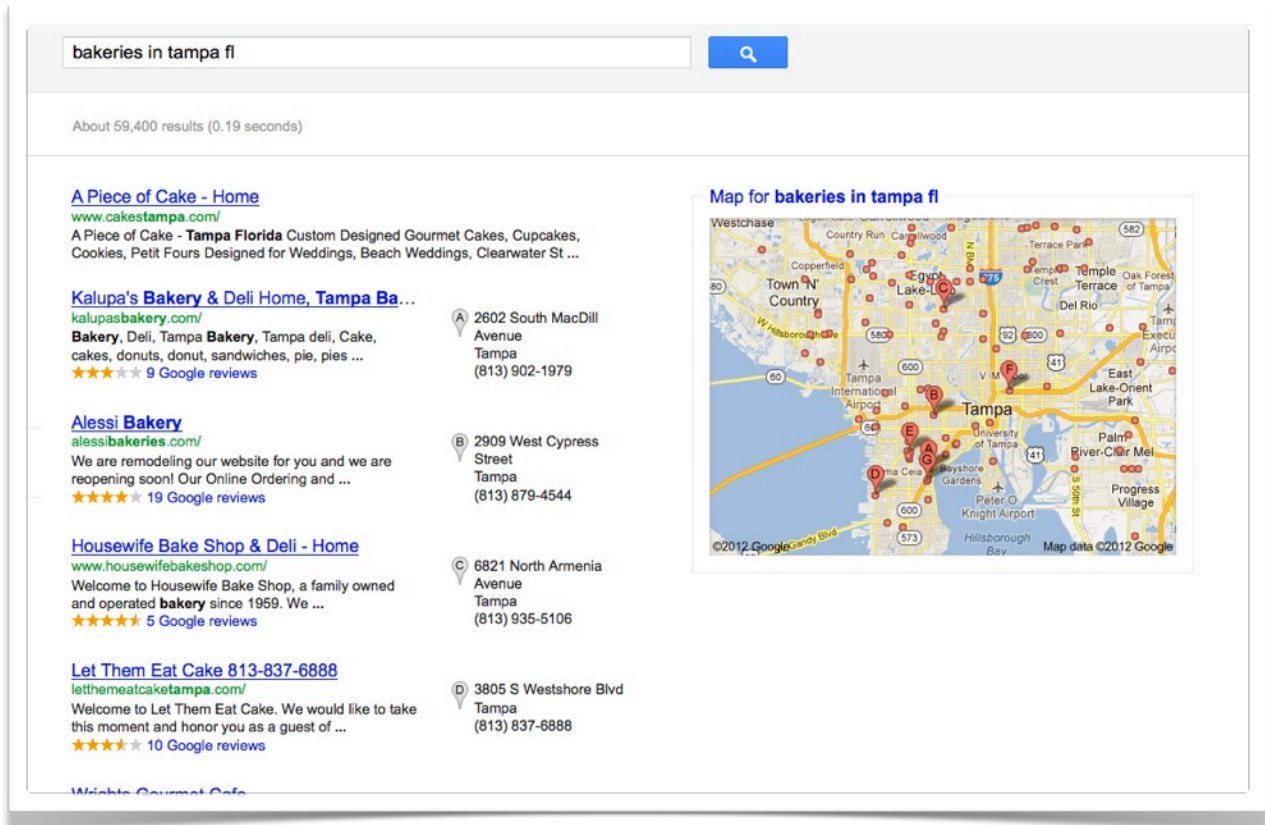
Consumers go to these sites to find out about products and services, so the first place your business needs to be positioned is on these search engines (We recommend being listed in all of them, but at least the BIG three **Google, Bing, & Yahoo**). Many companies have been developed that specialize in getting businesses to show up at the top of search engine listings. Being on top or on first page of a search engine is the ideal place, because most people don't look beyond the first page. Many small businesses and local companies are willing to pay thousands and even tens of thousands of dollars to get the coveted first page rankings, these businesses know that if people never find you online or hear about you they will never buy from you!



Over the years, the search engine companies have learned that a growing number of searches are for local information. In fact, Google reports that over 20% of the millions of searches done on Google properties are for local information. To address this issue many of the search engines have created local listing opportunities that small business can use to provide information about their businesses.

The search engine companies have learned that if someone is searching for a bakery and they are searching from Brandon, FL they

are usually not looking for a bakery in Nashville, TN and even though the Nashville bakery has spent thousands of dollars to get on top of search engines, that is probably not who the searcher is looking for. Instead the search engine will provide the bakeries that are closer to Brandon, FL. Therefore, it is important that local small business become registered in the search engines so that they can show up as the closest option for online searches.



Check out the links below to find out more about the small business listing that help gets businesses in the Search Engines.

Google Places: <http://www.google.com/places/>

Bing Business Portal: <http://www.bing.com/businessportal>

Yahoo Local Listings: <http://listings.local.yahoo.com/>

To get the most from your listing and start attracting clients fast, you must be at or near the top position in Google Places, to get there simply follow the directions in either of the these training courses.

[Google Places Simple SEO](#) - Quick Start Beginner Video Course

[Google Places Takeover](#) - An Intensive Google Plus SEO Training Course.

[Google Places Domination](#) - This is a very robust training program and includes many bonuses ongoing updates and extensive training. You can take a peek at the quality of this course by looking at this [free training webinar here](#).

If you would rather have a professional local marketing agency create and optimize your Google Places Listing for you visit our website at <http://FullestExtentMedia.com> or call 888-674-9407 to schedule a Free Online Review and Consultation.

2. **On Review sites** - We are in the age of the “empowered consumer”.

Today every customer has been given a voice and review sites have given those voices a platform to be heard. If customers are going there to discuss your business dealings it is important that review sites must become a part of your business marketing matrix.

Review sites can have some positive and some negatives aspects that can have various impact on a business. First,

I will discuss the positives:

- a. They can add **credibility** to your business. If you are listed on a review site with good comments about your business, new customers are more likely to give you a try. These “objective” reviews on the site provide a 3rd party endorsement that can ease the mind of someone that has never been to your business before.



- b. They can add **perspective** about your business. Working in your business every day, you begin to view your business differently than new clients or returning customers. When you look at the comments posted about your business on review sites you will be able to identify what is going well and what needs to be examined and improved.

The *negatives* about the review site is that:

- a. Negative reviews can also be placed online for all to see. Some complaints are legitimate issues from customers, and other may be disgruntled employees, but being aware of it allows you to conduct reputation management and stay aware of what others are saying.

- b. Negative reviews can be posted by competitors. In attempts to sabotage your reviews page, some unethical businessmen will place unfavorable comments. Many [small business marketing consultants](#) have devised strategies to monitor what is being said and have developed systems to generate positive reviews to overwhelm the occasional bad review that your business may receive.

Do you have a strategy to overcome any negative reviews on review sites? Take a look today at some of the review sites in your industry to see if people are talking about your business. Review sites are frequently visited by people who are looking for services are ready to buy. If there are buyers there you need to be there also. The second place your small business needs to be is on review sites.

There are thousands of review sites but popular review sites include :

www.yelp.com

www.citysearch.com

[www. Merchantcircle.com](http://www.Merchantcircle.com)

www.insiderpages.com

www.angieslist.com

It is important to monitor your reputation online and if your business' reputation has “challenges” - We are your solution.

Or You can take the time to do it yourself with help from this excellent course:

[Reputation Repair Simplified](#)

3. **On Social Media** - You had to know that a report about the places a business needs to be present had to include a reference to Social Media. By now you have heard of Facebook, Twitter, and LinkedIn. But did you know that Facebook has over 700 million active users, and using Twitter allows you to carry on group conversations with hundreds of people simultaneously.

Additionally, LinkedIn is the number one site for business professionals, so if you are a business to business company it is vital that you have a presence on LinkedIn, right? You must understand the different capabilities of the social media sites and choose the best ones to be a part of. However, beyond these more notable sites there are thousands of industry specific social media sites that will pay huge returns if you were present in those online communities and were networking effectively.

Although having a presence on the right social network is important, it is necessary that you have a strategy for how you will interact within that social media

group. Many small businesses have no clue how they will interact with their followers, friends, connections, etc and end up talking about fishing trips and puppies. Studies reveal that the overwhelming majority of people that interact with companies are looking for content! One strategy for your social media profile should be to become the expert in your industry, by providing relevant information that will inform and engage your contacts. The idea is to be



personable, but it is not necessary to be personal (...unless that is apart of your branding).

There are other Social media sites but these are definite places to be present if you are going to capitalize on Social Media:

Facebook: www.facebook.com

Twitter: www.twitter.com

LinkedIn: www.linkedin.com

Google Plus: <https://plus.google.com/>



Does your company have a profile page on the common social media sites? Is your page active? Let us help you monetize your social media. **Call 888-674-9407 TODAY to get started!**

4. **In Business Directories** - Business directories are often overlooked by small businesses to their own disadvantage. Business directories provide additional opportunities for your small business to be discovered by those that are looking for your type of product or service. In the past, business directories were these printed booklets, but now they are online directories that can be accessed easily by online searches. An added benefit of online directories is the potential of the business' listing being aggregated into search engine results.

Some of the directory sites have thousands of business listings and have developed authority and are frequently checked by customers that are looking for specific types of specialty businesses. The number of online directories continue to grow and people in need of your services are beginning to become familiar looking in these directories for reputable companies. You need to be there.

Popular business directories include:

www.local.com

www.yellowbot.com

www.superpages.com

To find additional directories to submit your information to, simply type “(your industry) directory” in the search engine. (Example Pet Store Directory).

5. **On Video sharing sites.** Video is one of the best ways to get your audiences attention. Video can also communicate the difference in your products and services like nothing else. Video is powerful because it communicates on multiple levels and by combining audible and visual communication it has been known to triple the effectiveness of your communication. Current research also shows that video messages and sales letters convert 68% better then written sales offers.



There has also been a dramatic increase in the viewing of online videos on video sharing sites such as YouTube, Vimeo, Metacafe, etc. Having a video of your business or services online gives you access to the millions of people that access online videos. It is reported by [Royal Pingdom](#) that 450 million internet users visit YouTube each month. I'm not suggesting that 50 million people will visit your local

business video, but how much of a boast could you business experience if 300 hundred people saw your video and become interested in your business. That's completely possible!

Some people are "camera shy" and do not feel comfortable in front of the camera. We at Fullest Extent Media have various methods of getting your message out on video without you ever having to appear on camera. We could gather video of your location or you could simply submit photos for us to compile an entertaining and effective video presentation that will have a lasting expression of your business.

Although www.Youtube.com is the most popular Video Sharing site Here is a list of over 20 other [Video Sharing Sites](#)

6. **At Your Own Business Website** - Your information needs to be on the web at your very own business website. I have listed it in this report, although it may seem obvious to others, but approximately only half of local business have a website and sadly most are not designed to attract customers and make the business money most are simply a digital brochure. I have to stress to you that one place you really need to be found is on your own website. Your business needs a place on the web that you completely control. All the other websites I've mentioned will have other businesses there that will be competing with you for a visitor's attention.



At your own personal website, visitors will not be distracted by flashing advertisements from other businesses and they will be more completely surrounded by your content and services. Ideally you want to take the people from the review sites, search engines, etc. to your personal website to learn more about your business.

Currently, only about 50% of small business have a website, you will stick out from many of your competitors by having a website.

Today's customers are expecting businesses to have a website that they can visit to find out more about the company. Do not disappoint your potential clients by not being there when people are looking for you - your business website.

Popular website platforms are:

Wordpress.com Joomla.org Drupal.com

Does Your Website Need a Serious Upgrade?

[Our Site](#) was built in Wordpress using a premium, custom theme. If you would like to easily create and customize your Wordpress website I highly recommend this [business friendly theme](#).

Attention Restaurant Owners: If you need a quality restaurant specific website look at this [beautiful functional theme](#).

Or You can always hire my team of professional designers and webmasters to design, host, and support your valuable online presence.

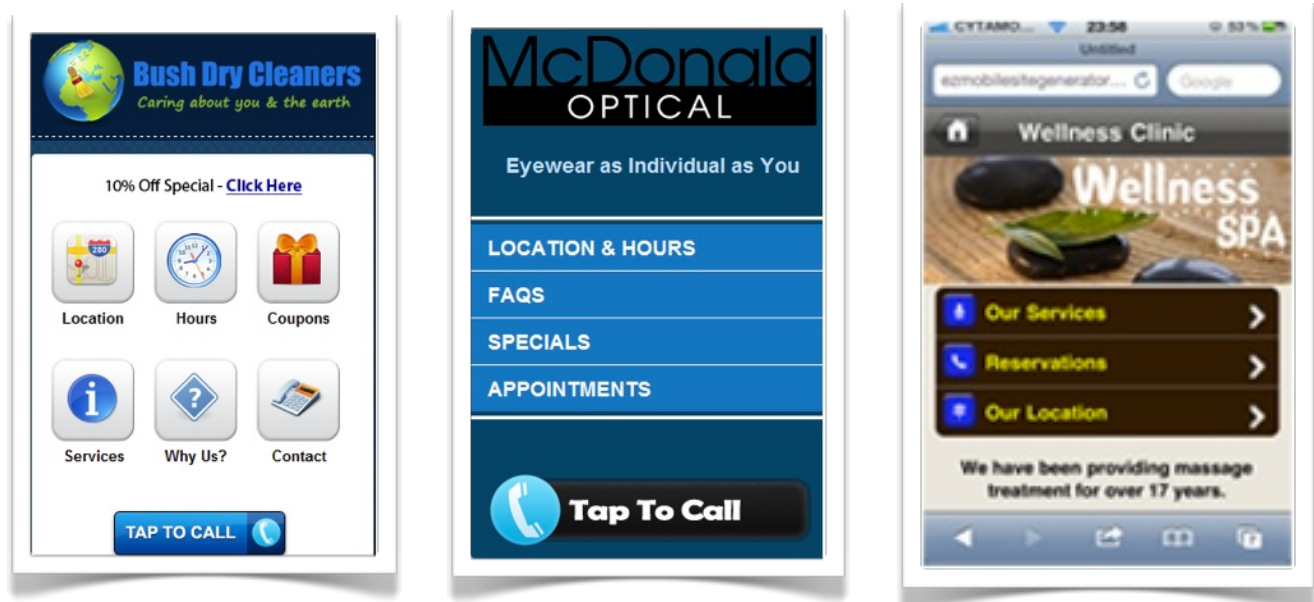
Call Now and ask about Our Desktop & Mobile Website Combo Special - Call Now 888-674-9407

7. **On Mobile Website:** The advent of more powerful mobile devices and cell phones combined with the constantly growing market of the mobile industry it is strongly advised that you your business is able to be viewed on mobile devices.

Some ask why the need for two websites, can a regular website be viewed on mobile devices. Well, yes...some of the smartphones today can render your website on the smaller screen. But they will have to pinch and drag your website left and right to see the content. Also only about 45% of the consumers have a smart phone. What about the other 65% that have internet on their phones. They will have a poor view of your website if it works at all.

But more importantly, people that are searching for a website on a mobile phone usually have different reasons for looking for your business and therefore need certain information readily available.

Searches on a mobile device are often looking for location information, because they need to locate a business ASAP. Mobile websites can utilize the GPS integration on today's phones to take people from their location to your front door. Do you want customers to see your business and advertisements while they are on the go or would you rather they see it after they have got comfortable at home and are on their laptop. Another important feature on mobile websites that will appeal to mobile searchers is the ability to contact your business instantly. Many mobile websites allow for click-to-call functionality that allows users to activate the call feature on mobile device to call a company directly from the webpage. This simple feature could instantly increase the number of calls to your office or sales department.



We offer mobile website building services also, and below is a link to a mobile emulator that allows you to see what your current website would look like on a mobile device.

iPhone Simulator: <http://www.testiphone.com/>

Mobile Phone Emulator : <http://emulator.mtld.mobi/emulator.php>

Does Your Site Need Work?

If you would like to create your own mobile site here are valuable resources.

For a Mobile Sites in WordPress

[WP Mobile Pro](#)

[EZ Mobile Site Generator](#)

For HTML Website Templates

[Mobile Templates Vol. 2](#)

8. **In Email Inboxes** - Your customer's email inbox is an awesome place for you to be. Think about this... How many emails in your inbox are from a local small business? I'm guessing not many, it is likely the same thing for your customers. If you are the local business owner that is able to communicate with them in their email inbox you will definitely differentiate yourself. Some people cringe at the mention of sending customers emails as they think of chain letters, investment hoaxes and medical supplement companies that spammers use.

But I am suggesting that you build a good reputation and business awareness through a newsletter that provides relevant information that your email subscribers will enjoy reading. Many small business owners tell us that they have a hard time thinking of what they can write about in an email newsletter. Here are a few suggestions.



- ➡ Offer helpful Tips: 5 Ways to soothe a teething baby
- ➡ Highlight Business Products

- ➡ You could talk about community events and projects
- ➡ You could give new ideas and ways to use your products.
- ➡ Highlight sponsored teams or employee accomplishments

The possibilities are numerous! It is also possible to provide advertisements and coupons in your emails. Remember you do not have to send out an email every day, in fact most business would benefit from monthly or quarterly newsletters. The goal is to keep your company on top of your customer's minds. That positions you as the company of choice when they need your services. Using this strategy is good for helping create repeat customers.

The Best Email Marketing system I have used by far is [Aweber](#)
[Find Out Why Here Starting Today for \\$1](#)

9. **In Text Messages** - Virtually every phone whether they are on feature phones, smartphones, dumb phones, Pay-as-you-go phones, whatever type of mobile phones your customers use they are usually able to receive text messages. The fact that over 90% of text messages are opened and read makes it vital that you make your business information available in text messages.

Using text messages offers you instant access to your customers and prospects. The short bursts of communication must be packed with value for both parties. They should accomplish one of your goals whether it is lead generation and brand engagement, but more importantly it must be a benefit to those that are receiving your text. That is the key to successful text interaction. You must have a valuable benefit for the person receiving your messages in any text campaign that you set-up. Some text campaigns will offer a financial benefit others will provide profitable timely information.

Text message marketing is a growing trend and you need to be a part of it now and take advantage of this growing industry.

We have created a whole text message marketing system that shows you how to develop a text message marketing campaign. Check it out here: [Perfect Text Message Marketing System](#). To see texting in action - Text "FULLEXPO" to 72727 to experience the power of mobile sms communication.

10. **In the Press** - Getting positive free coverage in the press is the dream of many small business. However many small business have no idea how to get it done so they never pursue the opportunity or they are content to get space in the newspaper or circulars only by paying for an advertisement. We recommend that a local business not have to choose between the two. We suggest that small business seek to get exposure through coverage and article contributions; because if an article is published in a newsletter there is usually more of an implied endorsement inferred to the company then from a paid advertisement.

Of these that attempt to get coverage on their small business through press releases, one major mistake is that they don't really have anything newsworthy to contribute to the general public, it is often just information about themselves and comes across as a sales pitch. A strategy is to comment on the current events that are affecting your industry as a whole or a topic that impacts society. As a text marketer we would give an opinion on a proposed law that would band using cell phone while in a vehicle. One important key to a successful press release or article is to start off strong. The first 10



words of the press release are very important, and in your writing deal with the facts not the fancy language.

Online submission sites for press releases are:

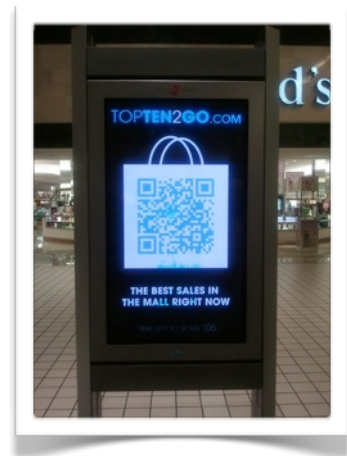
PRlog: www.prlog.com

Free Press Release: <http://www.free-press-release.com/>

I-Newswire.com: <http://www.i-newswire.com/>

11. **Embed in a QR Code** - As a small business you want to do things that will allow your business to stick out. A QR code does just that. Using a QR code injects curiosity into your marketing, and it creates multiple means of interaction with your prospects or clients.

For those that don't know, "QR" stand for Quick Response and it is a 2D barcode that contains various types of instructions for a mobile device to decode. The directions embedded in a QR code can cause the mobile device to do various things. For instance, when a QR code is scanned by a mobile phone it can direct a phone to connect to an online video or website. It can also open up an email browser so that you can send an email message. QR codes can even be used to send a text message to another phone! There are a number of different things that a QR code can do which will allow you to interact with your customers.



QR codes can instantly make a window sign, coupon or menu interactive. Check out my QR code and see what it can do!

For a QR code to work the viewer must have a QR reader app installed on their smartphone. To download a QR readers app simply go to the

phones marketplace and search for free QR reader. Good readers are Beetagg, scanlife, and i-nigma.



QR codes are appearing every where and many small businesses are using them to entertain and engage with their clients. Make sure your small business is taking advantage of this new mobile medium as well. In a QR code is where your business needs to be.

12. On Navigation Systems - Many small businesses are not taking advantage of this method and are missing a lot of new customers. Did you know that it is possible for your local business to be found in a cars navigation system.



As you are driving around the town, you may notice that GPS systems are being used more and more by to help people move throughout the streets of new cities and neighborhoods (it was one of the best selling products in 2009).

What you may not be aware of is that many of the GPS and car navigation systems have search features that drivers use to find locations, places of interest and businesses. Imagine the creditability that your small business will have if it showed up in a car's navigation system. Better yet if you are in a GPS system the person will be able to find your business! Furthermore with

the increased popularity of the navigation systems on mobile phones it is important that your business is able to be seen on navigation systems.

Below I have included a few places to check and make sure your business address and information is submitted and correct to ensure that the information for your business is correct on navigation systems.

<http://mapreporter.navteq.com/>

<http://maps.google.com/>

<http://mapinsight.teleatlas.com/mapfeedback/index.php>

How Will You Use This Information?

I sincerely hope that this brief report has shown you that there are numerous places that your small business needs to be positioned to maximize its marketing efforts. The days of only being listed in the printed phonebook is over.

The next generation of profitable small businesses will be those that have accepted the fact of the changing landscape of business, and are adjusting their marketing practices to ensure they are using their valuable marketing dollars effectively.

We have helped small businesses, churches, authors, and other entrepreneurs just like you; grow their businesses and attract buyers by helping them tell the community and the world about their business.

Isn't it time you GROW your business to the Fullest Extent!

Call Today 888-674-9407

We want to help your business succeed.

A little about us...



We, at Fullest Extent Media, have embraced the concept of “Disperse and Integrate Marketing”. Which means we disperse your business information on multiple platforms and then integrate the marketing to create a complete, powerful, trackable business presence. Our goal is to provide “Marketing that Connects to take you to the Fullest Extent”. We use our experience and familiarity with successful internet, mobile, video and social media marketing trends to customize a marketing strategy that is designed to get the word out about your business and to attract more customers.

The fact is, regardless of how wonderful your product and how affordable your prices. If no one knows your company exists you will not stay in business long. We have access to hundreds of resources beyond the ones listed in this report that we can place your business information on to get your business in front of the places people are looking right now.

Our pricing is flexible and ranges from \$350 to \$5000 dollars for various services up depending on what services are needed to attract customers quickly and generate more revenue.

To find out more about our [pricing for services](#) or to talk over the details of a specific marketing strategy for your local business call us at 888-674-9407 or visit us online at <http://fullestextentmedia.com/services/>.

You can also Text “Fullest” to 72727 to see our texting service in action. (Standard Data and Msg rates may apply.)