

101 MARKETING IDEAS YOU CAN TAKE TO THE BANK

Practical advice you can use today

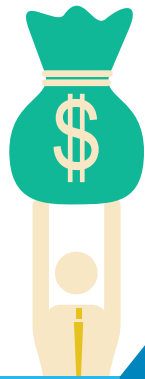
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101 Marketing Ideas You Can Take to the Bank

Practical advice you can use today

Consumers receive thousands of messages a day from more than 60 different communications channels. According to the 2016 Data & Marketing Association (DMA), Response Rate Report, 52% of marketers use three or more channels in their marketing campaigns. Called cross-channel marketing, it delivers a consistent marketing message that is coordinated across media channels.

Research from shop.org also reveals that:

- Consumers use at least three channels when shopping.
- Cross-channel shoppers also spend up to 10 times more.
- These consumers are 25-50% more profitable than their single-channel counterparts.

InfoTrends research shows that reaching customers and prospects through multiple channels can significantly improve response rates – often by as much as 35%.

Are you missing some sales opportunities? This guide is packed with helpful tips and ideas that can help you start thinking about a multi-channel campaign – or improve upon what you are already doing.

While it's best to avoid “random acts of marketing,” we encourage you to experiment with some of the ideas in this guide to strengthen your communications efforts, ultimately helping you to reach your organizational goals.



Effective marketing communications plans all have the same general goal: Say the right thing to the right people at the right time through the right channels to generate the action you want . . . at lower costs than can be accomplished with personal meetings.

To meet this universal goal, a considerable amount of information is required so you can evaluate and select the activities that stand the best chance for success. The goal is to use a mix of communications that match up to your target audience, then make price and performance decisions based on the strengths and weaknesses of each option.

NO. 1

Start planning by answering these key questions:

- What's the goal that communications can meet or help meet?
- What is the size of your target market?
- What channels *could* be used to reach them?
- What combination of channels *should* be used to reach them?
- What can you say or offer to generate the action you want?
- How much activity is enough to meet the goal?
- How will you measure success or failure so you can improve in the future?

NO. 2

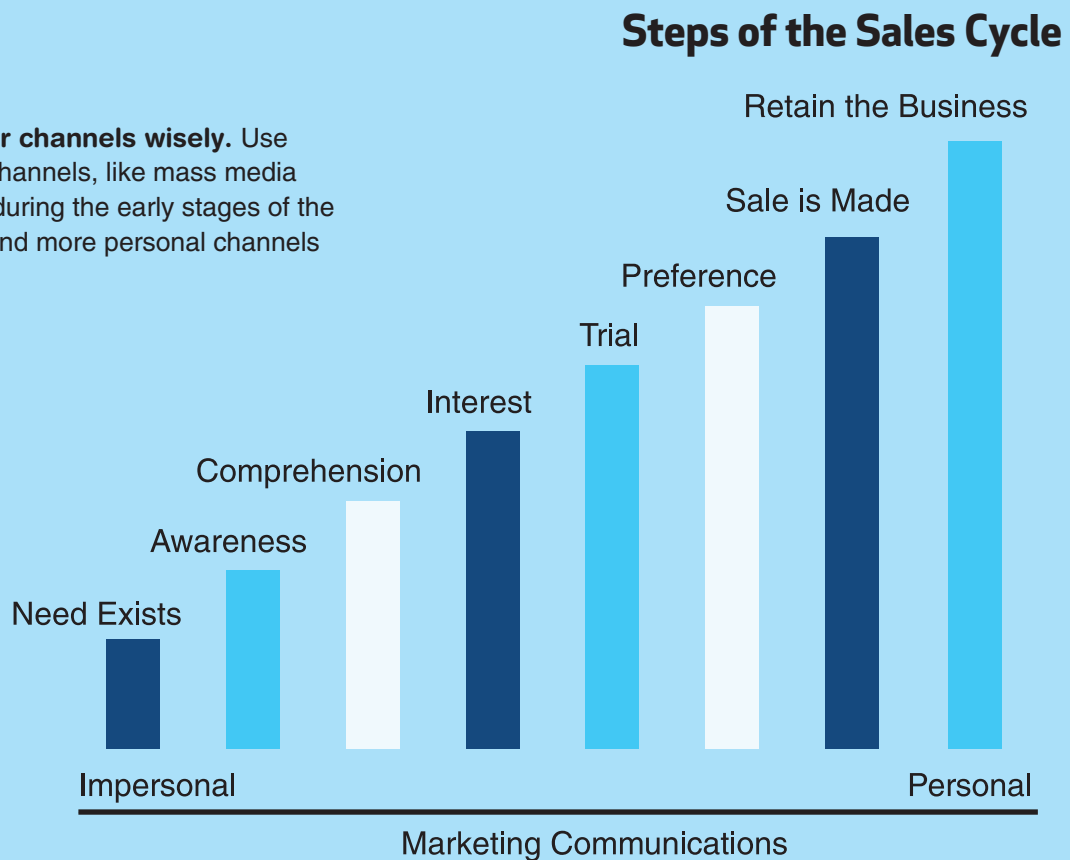
Clearly and precisely define your target markets. Without having a good estimate of the number of people in your target audience, you cannot do a good job of evaluating and selecting the media channels available to reach them.

NO. 3

Defining business-to-business markets is a matter of determining how many organizations there are of a specific type, then identifying the type and number of people per organization that are important to you. Most often you need to define by business type, size, location and, perhaps, other characteristics of an organization. Examples: Metalworking shops that do grinding, health clubs with swimming pools or restaurants specializing in Italian food.

NO. 4

Choose your channels wisely. Use impersonal channels, like mass media advertising, during the early stages of the sales cycle and more personal channels at the end.



NO. 5

Defining business-to-consumer markets involves determining the characteristics that include demographics (age, location, income level, education level, occupation, etc.) and psychographics or lifestyle characteristics (golfer, boater, pet owner, foreign traveler, charitable donor, etc.). Here's an example: An investment counselor wants to attract high earners in Des Moines, where 5,100 of 80,000 households earn \$100,000 or more income per year.

NO. 6

Frequency matters. The Ebbinghaus Memory Curve shows that 80% of what someone is told will be forgotten within 30 days, and 70% is forgotten after 48 hours. Use multiple channels and reach out to your audience multiple times.

NO. 7

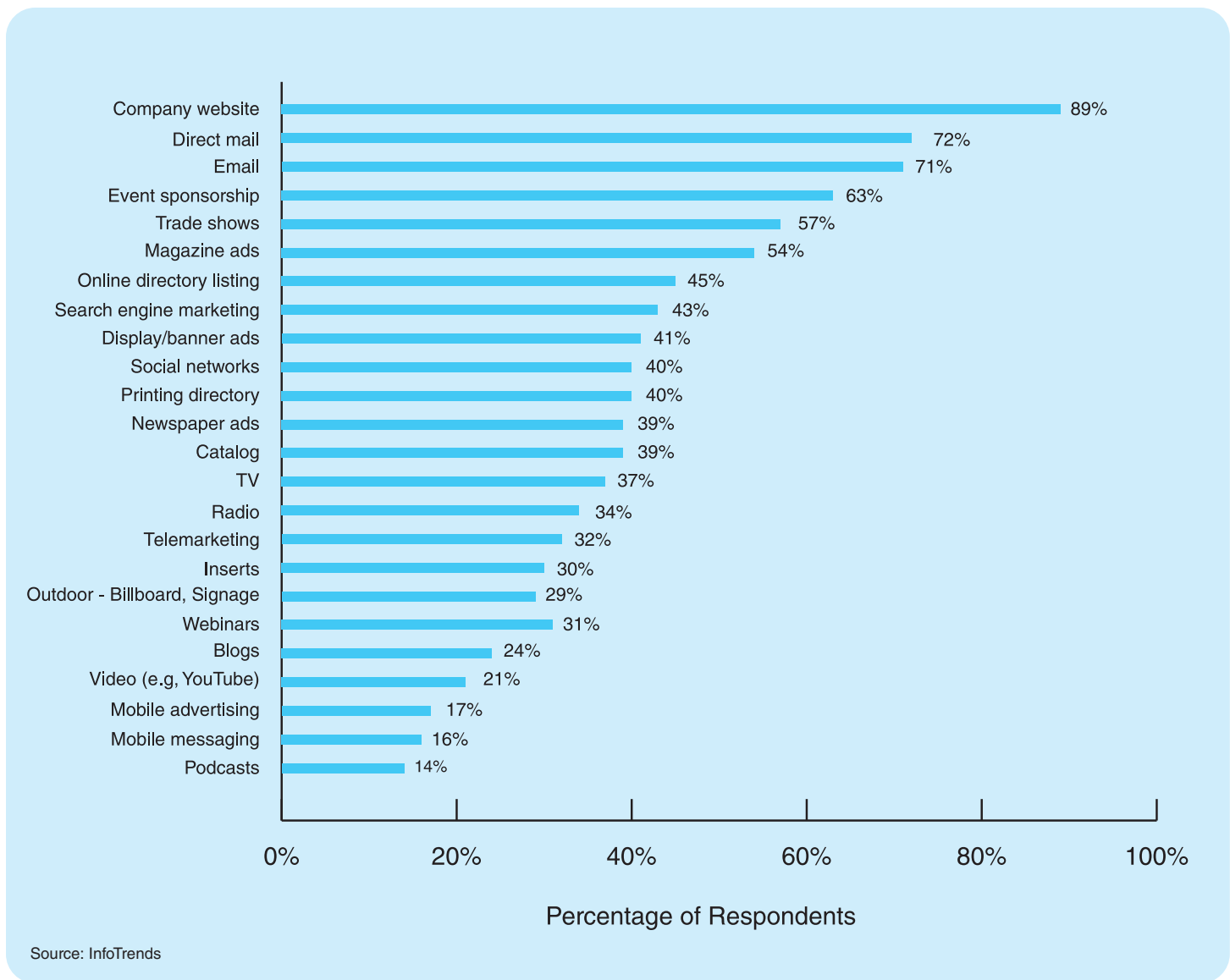
Measure the effectiveness of your marketing in ways that align with your specific objectives, like:

- Website traffic
- Store visits
- Coupon redemptions
- Appointments for personal meetings
- Attendance at a special open house
- Phone and email requests for estimates or more information
- Number/value of charitable donations
- Direct sales

NO. 8

Be seen. With the marketing landscape growing more cluttered, identify the channels that your target audiences use . . . and be there. In 2014, Experian reported that 80% of marketers have adopted cross-channel strategies.

Channels Used by Small and Mid-sized Businesses



NO. 9

Segment your market into groups, and tailor your communications specifically for them.

Influencers

Can refer you business and are able to influence the buying decisions of your potential market

Prospects

Those you've identified as a likely (and desirable) future customer

Inquirers

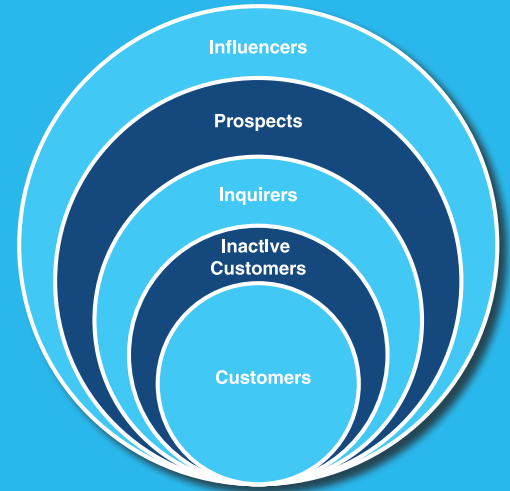
Those who have found your business by calling/writing to request information

Inactive Customers

Past customers who have stopped giving you their business regardless of whether they were a one-time customer or a frequent customer in the past

Customers

Those who are actively spending and/or interacting with you



NO. 10

Align your messaging to:

- Where your buyer is in the sales cycle
- The timeliness of your buyer's need
- What your customer is thinking (put yourself in their shoes)
- A previous response or purchase

NO. 11

Determine the right media mix.

The chart (right) shows some pros and cons of several popular channels.

| Medium | Strengths | Considerations |
|-------------------------|---|---|
| Direct Mail | Highly personal | Can have high costs per lead |
| Email | Inexpensive; easy to test offers/creative | Poor for prospecting; deliverability issues |
| Magazine | Good for split testing | Long lead times |
| Telephone | Good in combo with mail, email | Do Not Call rule limiting |
| Inserts | Highly targetable, negotiable rates | Requires simple messages |
| Search Engine Marketing | Ready audience | Keyword bidding can be hard to manage |



Direct mail has long been considered the most personal and powerful of all marketing communications media. As a result, even in this era of exploding media options, advertisers keep coming back to direct mail to drive their businesses. According to the Direct Marketing Association's 2016 Response rate report, conversion rates were at .6% for email house lists compared to direct mail at 5.3%.

One advantage of direct mail is selectivity that almost eliminates waste circulation. You know that virtually everyone receiving the mailing is somebody who could be doing business with you. Another inherent advantage of direct mail is the ability to construct more personal and, thus, more powerful communications. Put another way, you gain complete creative control.

NO. 12

Do small tests in advance of bigger, more expensive mailings, and know that your response levels can be projected with confidence. You can also easily split your list and test different offers to learn more quickly what works at the highest levels before continuing to spend money with less certainty . . . an option not readily available with radio, TV or newspaper advertising.

NO. 13

Remember the 40/40/20 rule. It's commonly accepted as the breakdown of importance for the three points of leverage in a direct mail campaign.

a

NO. 14

Use this simple formula to structure your sales message:

- Problem
- Promise of solution
- Explanation of promise
- Proof
- Call to action

40%

NO. 15

Always include an offer. Compelling offers such as buy one, get one free or a percentage off are strong business-to-consumer offers. For business-to-business customers, informational offers like a free white paper or webinar can generate great sales leads. See the chart for other effective offers.

Business-to-business Offers Comparing Quality of Respondents to Type of Offers

| Offer | Responsiveness (1-5) | Qualified (1-5) | Optimum Offers |
|---------------------|----------------------|-----------------|----------------|
| ROI calculators | 3 | 5 | 15 |
| White papers/guides | 3 | 4 | 12 |
| Case studies | 4 | 3 | 12 |
| Relevant giveaways | 4 | 3 | 12 |
| Video clips or demo | 4 | 3 | 12 |
| Webinars | 2 | 5 | 10 |
| Live events | 1 | 5 | 5 |
| Free giveaways | 5 | 1 | 5 |
| Trade shows | 2 | 2 | 4 |

Source: Caslon & Co.

NO. 16

Put your envelope to work. According to the DMA's 2016 Response Rate Report, letter-sized envelopes had a response rate of 3.7% to a house list and 1.2% to a prospect list. Use copy to tease the offer inside to improve the odds of your mailing being opened and acted upon.

NO. 17

Don't confuse direct mail with general advertising. For success, apply the principles of direct response communications: Target the most likely audience for your message and include an offer, a call to action and a response vehicle. If you use direct mail to blanket the marketplace with awareness messages, you are wasting the power of the medium – and wasting money due to mail's relatively high cost per contact.

NO. 18

Try lumpy mail that is anything other than a flat envelope. Tubes, boxes, lumpy envelopes with promotional items inside can all pique the recipient's curiosity to open your mailing. Studies by Silver Marketing Group show the inclusion of a promotional product with a mail promotion increased the response rate by 50%. Great mail items include pens, bookmarks, magnets and calendars.

NO. 19

Use variable data printing that can personalize each mail piece with different words and images. Great techniques for more personal communications include referencing a person's name and recent transaction, or imagery that reflects a recipient's gender and interests.

NO. 20

Try an unusual mailer format such as multiple folds, a textured finish or a die-cut shape. Anything that stands out in a cluttered mailbox can help stimulate curiosity.

NO. 21

Do a mailing specifically to past inquirers. Research has found that those who are interested but didn't make the final step toward a purchase may just need a little more convincing (or perhaps a stronger offer).

NO. 22

Make responding easy by including business reply cards or a toll-free phone number. Personalized URLs (PURLs) leading to a campaign-specific microsite are an effective response mechanism, too, since many people now prefer to respond online.

NO. 23

Be persuasive by using the two most powerful words in direct mail copy: YOU and FREE.

NO. 24

Keep a strong house list. According to Harte-Hanks, a global direct and targeted marketing solutions provider, "Nearly half of all companies believe that at least 25% of their 'house' customer data is incorrect or not current." Without data hygiene – including merging, purging and de-duping – and a documented maintenance plan, house data can have limited value. To ensure high deliverability, invest in National Change of Address (NCOA) and Coding Accuracy Support System (CASS) certification processes. This will help clean up your in-house databases and lead to more successful mailings.

NO. 25

Be a smart prospector. Today's small and mid-sized business marketer can easily and affordably leverage the power of highly-targeted data to reach a very specific audience. According to one of the premier list sources, there are 25,000 business-to-business buyer lists and more than 38,000 business-to-consumer lists – many highly-targeted by demographic and lifestyle characteristics.

NO. 26

Stay current with list usage. Ask your list broker how frequently the list of interest is updated. According to list manager Dun & Bradstreet, in the next two hours:

- 706 companies will move
- 578 businesses will change their phone numbers
- 514 suits, liens or judgments will be filed against companies
- 240 business addresses will change
- 120 new businesses will open
- 120 directorship (CEO, CFO, etc.) changes will occur
- 60 companies will change their names
- 40 businesses will shut down
- 10 companies will file a bankruptcy petition

NO. 27

Promote the benefits over the features of a product or service. Everyone is more likely to respond to "what's in it for me" messaging.

NO. 28

Try a Johnson box which is a block of copy positioned over the greeting of a standard sales letter. It's great for attracting the attention of skimmers and prompting readers to dive deeper.

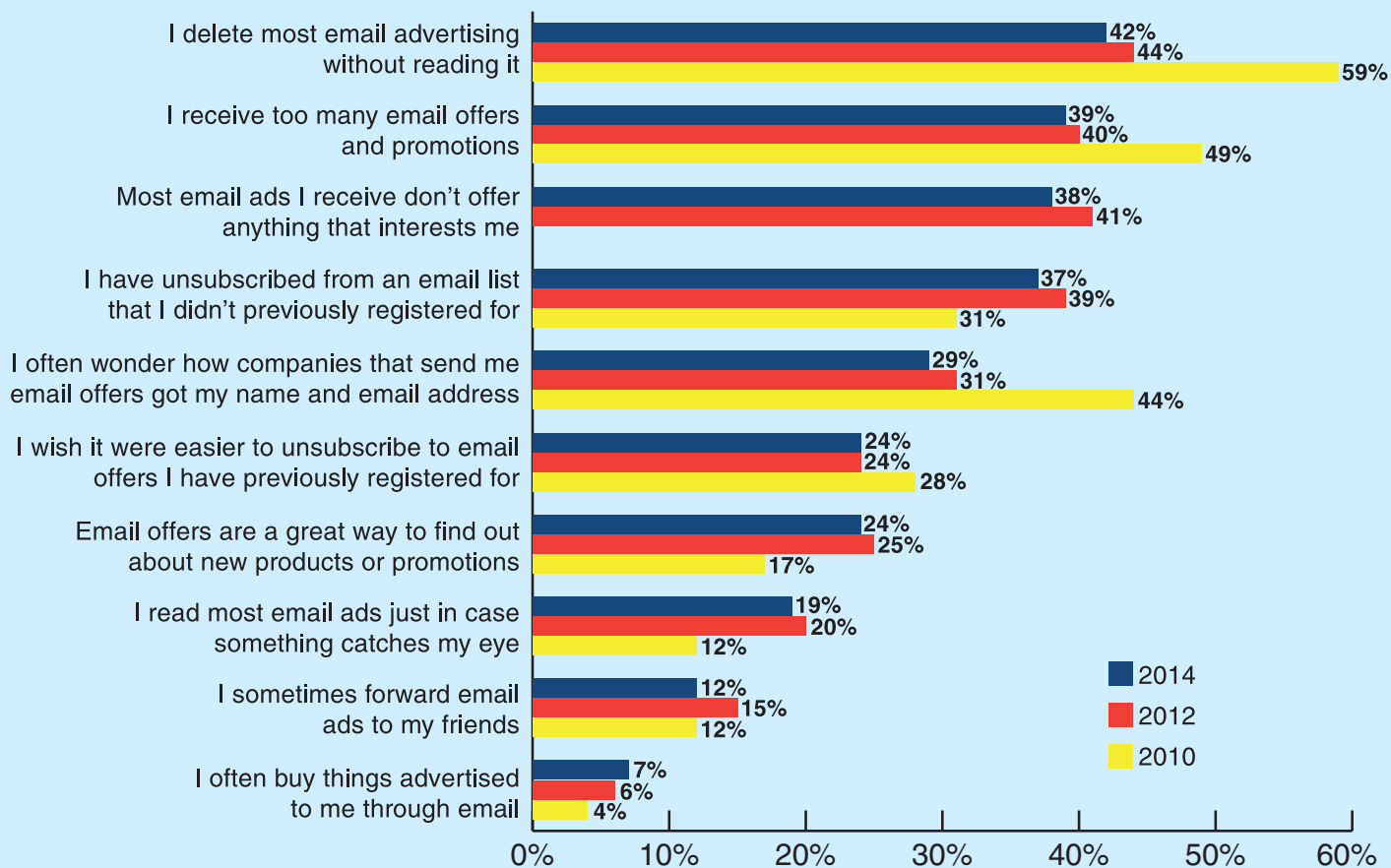
NO. 29

Include a P.S., or postscript. There's good reason to always include one – it's the next most-viewed section of a letter after the salutation. Use it to restate your offer and call to action.

Despite all the challenges email marketing presents (spam filters, bounces, etc.), it can still be a highly effective channel when used correctly. In fact, 95% of B2B survey responders to the DMA 2016 Response Rate Report said they use email, and for good reason. The same report notes that emails sent to names on house lists enjoyed open rates of 21%.

Consumer Attitudes to Email Marketing

Base: 33,456 US online adults (18+) in 2014;
 30,475 US online adults (18+) in 2012;
 5,022 US online adults (18+) in 2010



Source: Forrester Research, Inc., MarketingCharts.com, 2014

NO. 30

URGENT: Read this immediately. Email subject lines that feel exclusive or urgent can boost email rates as much as 22%, according to the Email Institute.

NO. 31

Feel free to use FREE. According to MarketingProfs, the word “free” no longer triggers spam filters.

NO. 32

Stay on subject but don’t worry about your subject line being too long. According to MarketingProfs, the old rule about keeping a subject line under 45 characters is an outdated recommendation.

NO. 33

Include a “forward to a friend” link. Better yet, also include a link for sign-ups from those friends and colleagues who want to hear from your business.

NO. 34

Be interactive and increase engagement by including links to videos or articles and buttons to follow your business on Facebook or Twitter.

NO. 35

Optimize your email for mobile viewers by including a link for users to “view on a hand-held or mobile device.”

NO. 36

Track your “click here for trouble viewing” link. If more than 15% of your email recipients are clicking this link, you’ll want to investigate what is causing the viewing problems and fix it.

NO. 37

Eliminate confusion by linking the entire email to just one location on your website, such as the product page. According to Worldata, these emails have a 48% higher conversion rate over those that provide links to multiple destinations such as the offer page, the product page and the “about us” page.

NO. 38

Get smarter by using your campaign analytics like unsubscribes, bounce backs, open rates and click-throughs. Do you need to change the day of the week you’re sending mail to get a higher open rate? Adjust the frequency? Try another offer or new content to boost your click-throughs and sales?

NO. 39

Test your campaigns. You can do this easily with 10% of your file. Divide that 10% into two groups, and send each group an offer with two different subject lines. Wait a full 24 hours before you check open rates and click-throughs. When you know which subject line performed better, use that one for the remaining 90% of your list.



For our discussion, let's define "event" as a live program (trade show, business expo, seminar, lunch & learn, sales meeting, convention, etc.) or an online experience (webinar, virtual conference, etc.). The great news for event marketers is that live events are finding their way to social sharing sites to extend their value.

According to a recent study by the Event Marketing Institute and MKTG Inc., three-quarters of consumers say they would be more likely to communicate with a company using social media as a result of a good experience with that company's event. Nearly 45% say they have posted a photo, video or message from an event to their own social media page; 82% have visited a brand's Facebook page; 88% "friended" that brand, and 60% of those people invited their own friends to join the brand's social media page.

NO. 40

Know what you're selling. Market the event rather than your company. The time and place for selling your products and services is at the event.

NO. 41

Build in measurement. According to a recent survey by Event Marketers Institute, 70% of respondents say they measured their event's success by the amount of traffic; 67% looked at qualified leads and 59% tracked sales increases. Know how you're going to determine the return on your investment.

NO. 42

Create advance buzz via multiple channels. Send direct mail invitations with a Quick Response (QR) code or other two-dimensional mobile barcode to your top customers and prospects. Follow up with email that links to a personalized landing page with "insider" information. Talk up your event on Twitter and Facebook.

NO. 43

Use branded promotional products both to promote the event and as giveaways at the event itself. With thousands from which to choose, you'll find an item that fits your price point. According to the Advertising Specialties Institute, wearables have the highest brand recall at 88%.

NO. 44

Make a video. Record your event to give your customers and prospects who are unable to attend a look at what they missed . . . and some insights into you and your company.

NO. 45

URGENT: Read this immediately. Email subject lines that feel exclusive or urgent can boost email rates as much as 22%, according to the Email Institute.

NO. 46

Recognize participation. Hosting a seminar or webinar? Provide certificates of completion to attendees. Knowing they can collect “certification” gives your prospects another reason to attend.

NO. 47

Set a communications calendar. Stay on track using a calendar like this:

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|----------------|--|-----------------------------|---------------|--------------------------|-----------|
| 8 WEEKS OUT | Create a landing page to set show appointments | Send direct mail reminder | Tweet | Facebook post | Blog post |
| 7 WEEKS OUT | Tweet | YouTube video | | | |
| 6 WEEKS OUT | LinkedIn | Facebook post | | | |
| 5 WEEKS OUT | Tweet | Blog post | | | |
| 4 WEEKS OUT | Facebook post | Send direct mail reminder | Tweet | | |
| 3 WEEKS OUT | LinkedIn | Tweet | | | |
| 2 WEEKS OUT | Facebook post | Tweet | Blog post | YouTube video | Tweet |
| 1 WEEK OUT | LinkedIn | Guest blog post | Facebook | Tweet | |
| POST-SHOW WEEK | Mail thank-you postcard | Email a thank-you with PURL | Facebook post | Tweet with link to video | Blog post |

NO. 48

Act fast. According to Exhibitor Online, the average trade show attendee will spend seven to eight hours on the floor over a period of two to three days visiting an average of 25-31 exhibits – leaving just five to 15 minutes per visit. Know your key messages and how to deliver them quickly!

NO. 49

Have a follow-up plan in place to collect feedback and contact your leads. Send thank-you cards by mail and email. Make a special offer, redeemable on a personalized URL or landing page. Better yet, follow up by phone.

One-to-One Marketing

What can personalization do for you? It attracts attention, increases retention, improves responses and reduces the cost of acquiring a new customer by communicating relevant information. In the end, it helps marketers justify and measure results to gain a greater return on investment.

Variable data printing (VDP) allows you to personalize a direct mail campaign, printing different information on each piece to show a person's name, a targeted image, even different offers for groups of people on the same list.

To drive prospects online for lead capture, consider personalized URLs, commonly known as PURLs. A PURL takes your targets directly to a landing page or microsite for offer redemptions, sweepstakes entries, trial offers and more.

NO. 50

Clean up your data. The misspelling of recipient and company names, and incorrect or incomplete addresses, are some of the most common errors in a company's database. All spell disaster when you want to personalize your message.

NO. 51

Avoid waste. For example, mailing packages addressed to Mr. Robert Smith, Mr. Bob Smith and Miss Bob Smith that are all going to the same recipient is a waste of personalization and marketing dollars and may even cause the recipient to not respond. Second reminder: Clean up your data or risk tarnishing your brand.

NO. 52

Think big. VDP is about more than just text. You can also change images based on your customers' interests, place of residence, age, race and more. For example, if you're opening new restaurants in Chicago and St. Louis, try a different backdrop of each city skyline or recognizable landmarks so your prospects quickly realize you're in their neighborhood.

NO. 53

Do test mailings. Divide your mailing list in half, and test how a personalized version performs against a standard message. Be sure to keep all else equal (i.e. offer, call to action, response mechanisms), so that you are comparing apples to apples.

NO. 54

It is best to use a PURL in a direct marketing campaign when you have good customer or prospect data with which to work, have clearly identified who your target markets are, and can set campaign objectives, such as:

- Improve customer retention
- Generate more qualified leads
- Clean or enhance current database
- Increase customer loyalty (especially with business-to-consumer targets)
- Create more personalized and relevant campaign materials
- Increase donations
- Build attendance at events and trade shows

NO. 55

Make the PURL easy to remember or you may lose visitors. Simplify it to include just the domain and the target's own name. (Example: greatcampaign.johndoe.com)

NO. 56

Keep it exciting. You did the work to get visitors to their PURLs, so once they're on the site, keep their interest. One great technique is to avoid using a "submit" button. Instead use verbiage that reminds your prospects why they took the time to visit their PURL.

■ RSVP Now

■ Download My FREE eBook

■ Get My Estimate

NO. 57

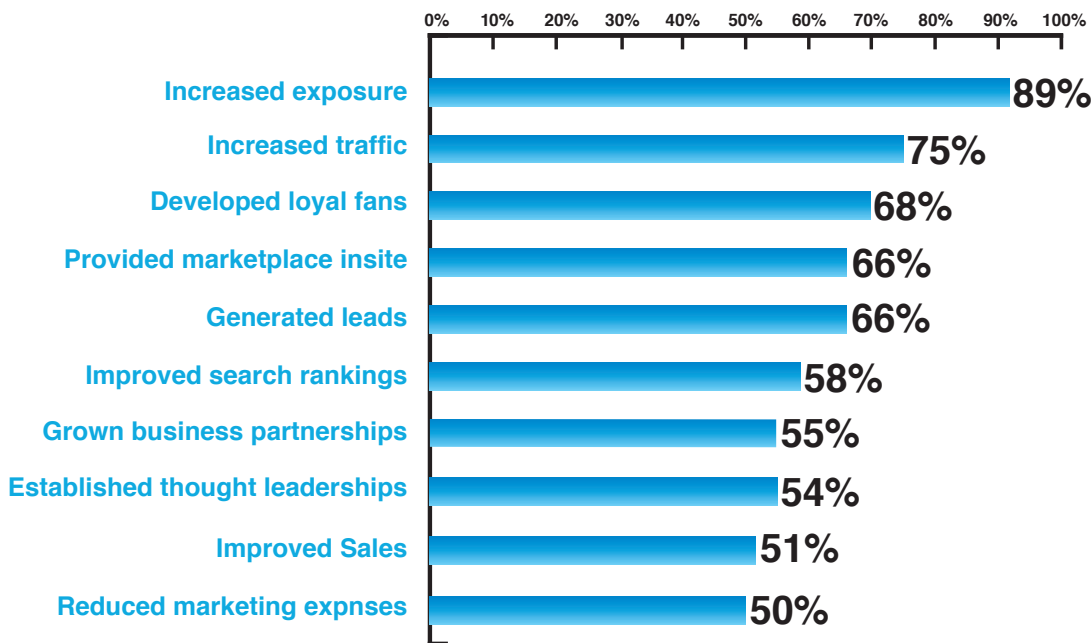
Follow up. The beauty of PURLs is the ability to notify your sales reps of the leads in real time. With Web-generated leads, the odds of contacting a lead if called in five minutes versus 30 minutes drop 100 times, according to Insidesales.com.

Social Media Marketing

According to MarketingProfs, every social media channel is seeing increased adoption, often by 15-20% each year. With growth like that, marketers cannot afford to ignore social media and the opportunities it presents. Social media has not only proven its staying power, it also provides a multitude of marketing and public relations opportunities for both business-to-business and business-to-consumer companies.

NO. 58

Define your goals for social media, just like your fellow marketers are doing. According to the DMA 2016 Response Rate Report, over 50% of marketers use social media with the primary purpose of driving brand awareness. See the chart below for other goals you might achieve with social media.



Source: The 2016 Social Media Marketing Survey by SocialMediaExaminer.com

NO. 59

Develop an engagement strategy with some techniques that can span all social media networks:

- Always respond to posts/comments/questions
- Ask questions related to your industry or the interests of your followers
- Post advice and interactive content
- Post photo and videos, and make sure to tag your followers
- Be on the lookout for spam as well as inappropriate or vulgar comments



NO. 60

Set a schedule . . . and be prepared to adjust. Start with a time (day and hour) for posting and frequency for your social media activity. Business-to-business companies may do better by posting after hours or on the weekends when people are out of work and checking their social media sites. To start, shoot for at least two posts a week to your channels of choice: Blog, Facebook page or Twitter. Then, be ready to adjust based on the level of interaction you see.

NO. 61

Curate content. Concerned about generating enough material? Be a content curator, too. This means reading, reviewing and passing along good information that you come across. And, always give credit to the original source.

NO. 62

Align your network of choice with your goals:

- Customer communication – Facebook and Twitter
- Brand exposure – Facebook and LinkedIn
- Traffic to your site – YouTube and blog
- SEO – YouTube and blog

NO. 63

“Like” this Facebook strategy:

- Update once every other day, including weekends
- Post updates during peak times: 1 and 3 p.m.
- Monitor on a daily basis to answer questions, comments and remove spam
- Promote your blog, articles, news coverage, sales and discounts on an as-needed basis

NO. 64

Twitter Tips:

- Tweet once every other day or as needed to announce discounts, sales, etc.
- Re-tweet comments, links and articles that your followers would find valuable
- Promote your blog, articles, news coverage, sales and discounts on an as-needed basis

NO. 65

Stay LinkedIn:

- Update your company's profile once a month
- Use as a sales tool to research potential clients
- Promote your blog, articles, news coverage, sales and discounts on an as-needed basis

NO. 66

What to watch with YouTube:

- Produce videos on a consistent schedule, about once every two months
- Research competitors or videos related to your audience's interests on a weekly basis
- Post comments to similar videos once a week

NO. 67

Better blogging:

- Post one blog article per day, or once every three days at the minimum
- Share your blogs through other social networks or email
- Once a week, remind your followers from other networks to visit your blog

NO. 68

Remember social media for a variety of public relations tactics:

- Set up Google Alerts to track coverage of your business or your competitors
- Employ social media monitoring – respond to critical tweets and participate in discussions on your Facebook fan page
- Post case studies so both customers and journalists can see your successes
- Cross promote by linking your blog from your website to your Facebook page
- Tweet about updates to your blog or tweet small announcements from a news media release

NO. 69

Use social media for PR relationship-building:

- Follow bloggers and journalists who cover your industry on Twitter
- Once you have established a relationship with a journalist, you may extend an invitation on Facebook or LinkedIn
- Interact within an appropriate timeframe by commenting on their posts and articles relevant to you

NO. 70

Use social media for pitching stories to writers, editors and bloggers. Use caution, though, and make sure you're regularly reading the content of those on your pitch list, to keep them relevant.

NO. 71

Follow the rules of social media press releases:

- Keep them between 300 and 500 words
- Use no more than three or four links

Improved search isn't the only benefit video provides. It's also a terrific tool for allowing interaction and increasing engagement.

Video marketing is more than fun; it has serious chops. According to Social Media Examiner, 74% of businesses use visual assets in their social media marketing. Know your goal – to educate, entertain or both – and have some fun.

NO. 72

Create a YouTube Channel for your business.

Customize it to reflect your brand image, upload your videos and start making connections. Subscribe to channels that make sense for your business, and send friend requests to other relevant users. Make it as easy for others to subscribe to your YouTube channel and receive notifications when you upload new videos by promoting your channel on your company website or social media pages.

NO. 73

Use a video format that search engines like. Here are some of the video formats that Google can recognize and “crawl”: mpg, mpeg, mp4, m4v, mov, wmv, avi, flv or swf.

NO. 74

Increase your search engine optimization (SEO). A video is 53 times more likely to appear on the first page of Google search results, according to Forrester Research.

NO. 75

Boost your conversion rates through video. Internet Researcher says that online customers who view product videos are 95% more likely to buy the product.

NO. 76

Go behind-the-scenes. What might seem like everyday processes to you are likely to be new and different to a potential customer. (“How do they do that?”) A florist might show how he chooses product from a flower market. A manufacturer could show a production line at work.

NO. 77

Boost new product sales with instructional videos released during the product's launch period.

NO. 78

Keywords count in video, too. Make sure your title, description and tags are all keyword rich so you'll appear more often in search engine results.

NO. 79

Keep it real. A true story (customer experience or testimonial) told in simple, real language can be the most powerful. This type of straightforward storytelling is more affordable than a video that requires special effects.

NO. 80

Be heard. You may need an external microphone if the one built into your camera is unable to pick up voices clearly.

NO. 81

Allow feedback on your video. It can get people talking about your company or product, and with any luck, they'll become your brand ambassadors. According to Forrester Research, nine out of 10 people trust the recommendation of a friend, while only one in four trust traditional advertising.

According to Internetworldstats.com, North America has 89% Internet penetration (June 2016), and many of those users are looking for information about a product or service they are considering purchasing. In fact, PFS Web reports Canada's eCommerce spend is projected to reach almost 40 billion by 2018.

Marketers are faced with balancing the visitor's experience on their website with the necessary technical aspects that make a site perform well with search engines. The goal: A site with the highest possible ranking. Considering that 94%* of users never scroll past the first page of search results, the closer to the top you can be, the better. That's where SEO comes into play.

Pay-Per-Click (PPC) ads are often displayed to the right of, and above, the free listings on Google, Yahoo and other search engines under the header "Sponsored Links." These ads are keyword-specific. An advertiser, like Bob's Discount Kitchen Cabinets, can arrange to appear when search results are shown for keywords such as "kitchen remodeling."

NO. 82

Use **ranktrackr.com** to determine search placements on multiple search engines at one time to see how you are ranking by keyword or search phrase.

NO. 83

Choose your primary keyword for each page of your website, and focus on optimizing that page for that word. Too many keywords will confuse search engines while they work to determine what each page is about.

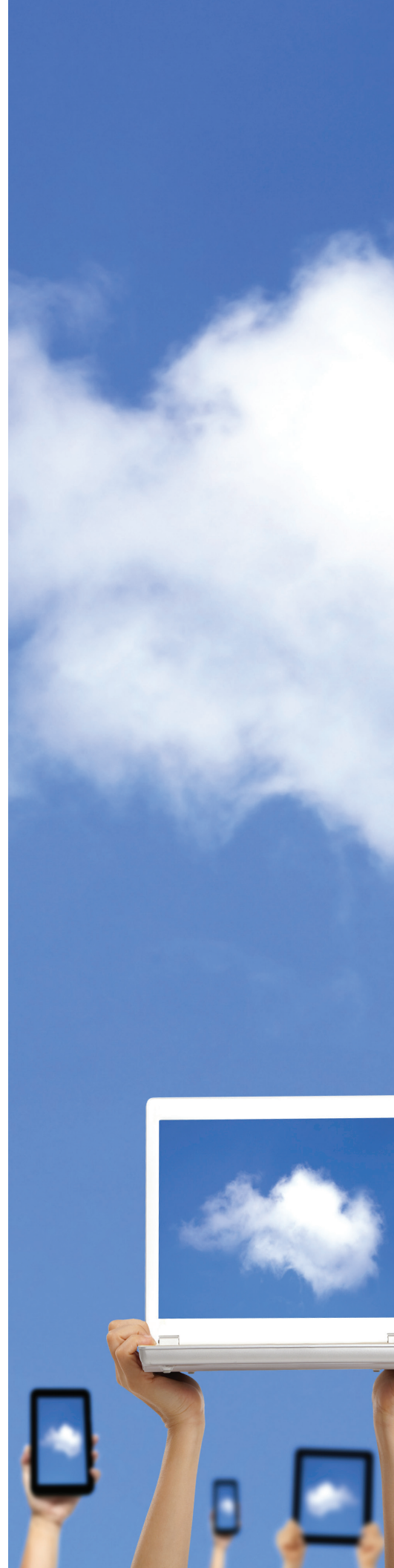
NO. 84

A picture speaks a thousand words, especially to search engines. Use keywords, also known as alt tags, in your image file names to further boost your search engine rankings.

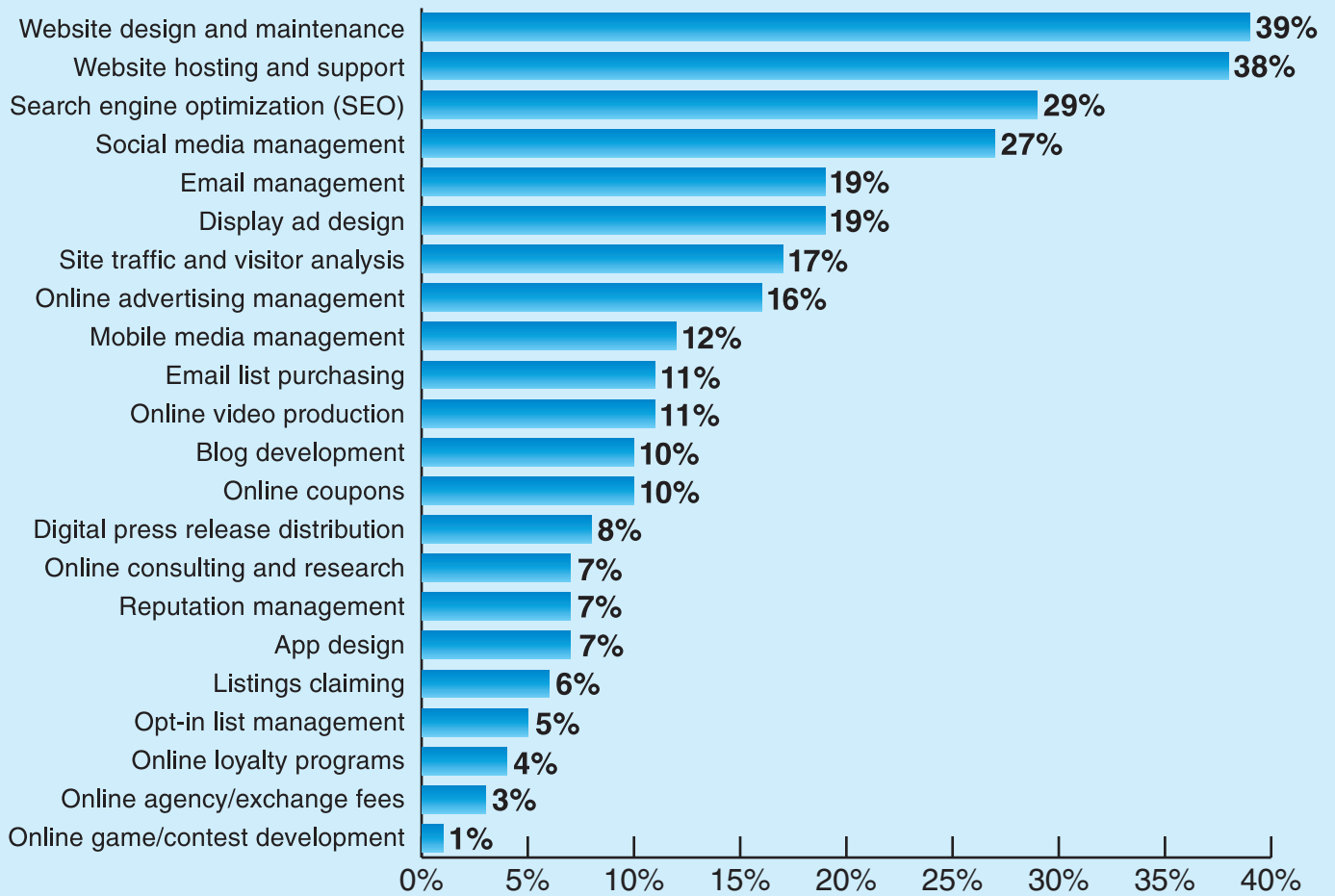
NO. 85

Be obvious. Include a one-sentence tagline on your home page that summarizes who you are and what you do. Your goal is to have visitors "get it" almost immediately.

*Marketshare.hitslink.com (Compete and Hitwise)



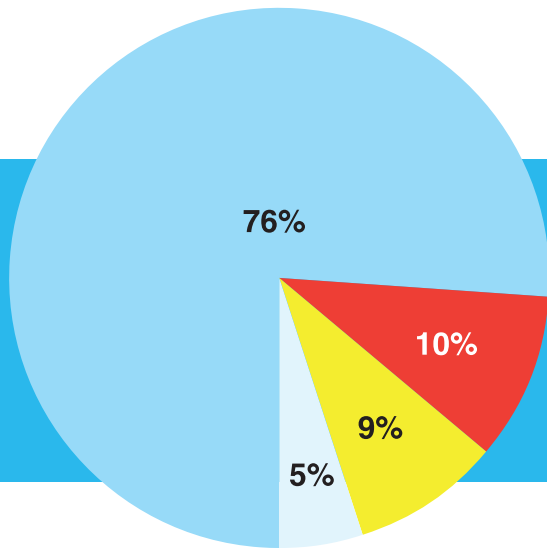
DMA Planned Mobile Programs



Source: Experian Marketing Services, "2016 Digital Marketer Benchmark and Trend Report."

NO. 86

Aim to please. Design your website based on the customers “wants” shown in the graph below.



What Customers are Looking for in a Website

- The website makes it easy for me to find what I want
- The website has a beautiful appearance
- The website offers a cutting edge interactive experience
- Other

Source: HubSpot

NO. 87

Place a “toolbox” on your site such as a page to post videos, white papers, how-to articles, tip sheets and tutorials. This will improve your search rankings and help bring people back to your site for more. Ask for contact information as a lead-capture tool.

NO. 88

Go to moz.com/local and type in your company name and zip code to determine whether you have “claimed” your local listings via the major search engines.

NO. 89

Get found. According to Google, 70% of online searchers will use local search to find offline businesses. Claiming your local listings is the single most valuable thing you can do. Register with the following directories: Google+ Local, Yahoo! Local®, YellowPages.com®, Facebook Places®, ThinkLocal® and Bing®.

NO. 90

Improve your search results by inviting and encouraging customers to post reviews of your products and/or services. You can enable this type of sharing on your website, or you can encourage it on your social media pages. Either way, the links will help you rank higher in search engine results.

NO. 91

Think integration for PPC advertising. The best campaigns include strategic targeting, keyword research and landing page optimization as well as knowing the relevant distribution channels and, of course, tracking.

NO. 92

Geography matters with PPC. Consider both your target area as well as anyone outside your primary target area that might search you out.

NO. 93

Track your PPC results with special phone numbers and conversion tracking which allows you to see how many people are taking action on your site. Both Google and Bing offer free conversion tracking with their PPC services.

Ideas 94 - 101 **Mobile and Text Marketing**

Mobile users are on the rise, but are small and medium-size businesses prepared to benefit from this trend? The site Internet2go.net reports that 30% of all global Internet traffic was on a mobile device at the end of 2014. But only 6% of SMBs have websites that are optimized for mobile use with streamlined content and pages that automatically render in narrower columns for smartphones, notes a survey by Marketingland.com.

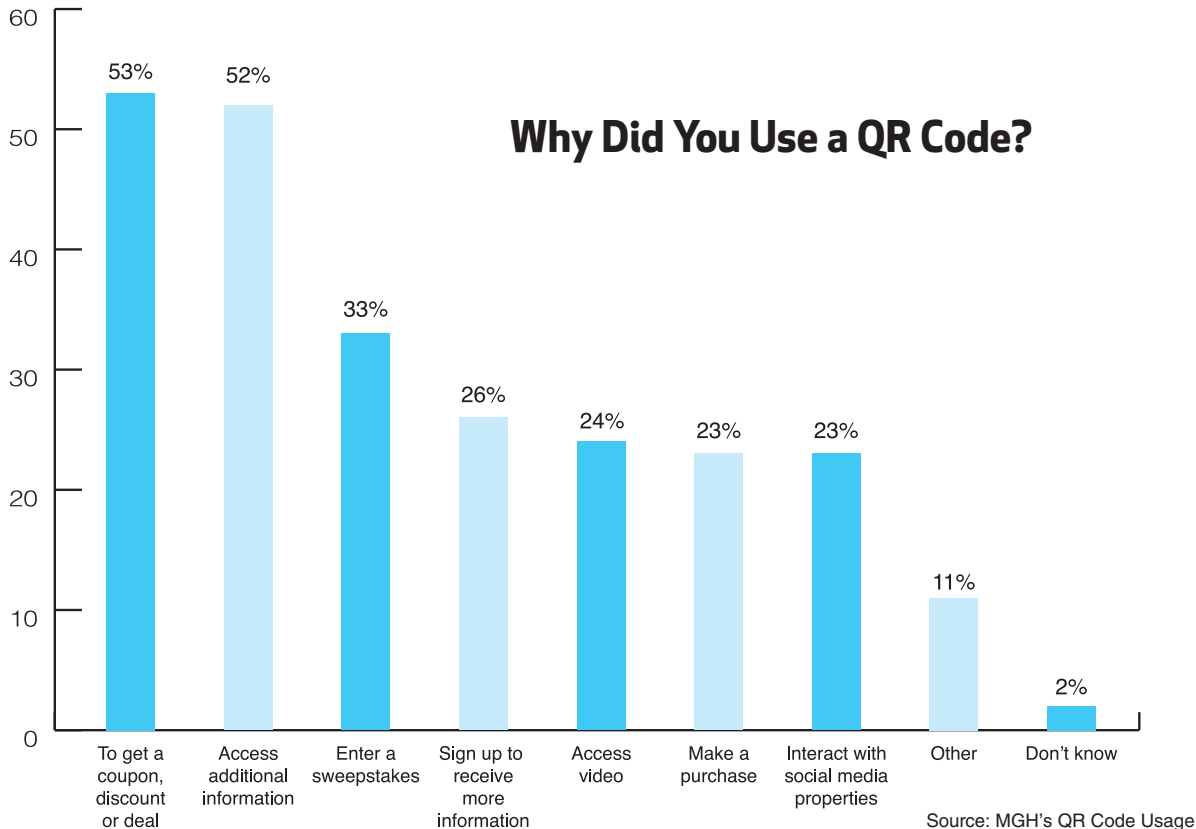
The growth in mobile phone usage has serious implications for those seeking to sell goods or services – whether online or at a brick-and-mortar location. According to Statista, in 2016 over 48% of website traffic was from a mobile device.

What's more, mobile-optimized Websites now promise to gain higher rankings on the world's most popular search engine. In a move described as its most significant upgrade in years, Google has updated its search algorithms to favor sites that look good on smartphones.

Clearly, SMBs should begin preparing for increased mobile usage, if not already doing so. By 2019 it's predicted that more than three-quarters of all searches will be on a mobile device.

NO. 94

Learn what inspires your audience to scan a QR code, and develop your barcode campaigns accordingly. The chart below shows the most common reasons to scan a QR code from a survey conducted by MGH.



NO. 95

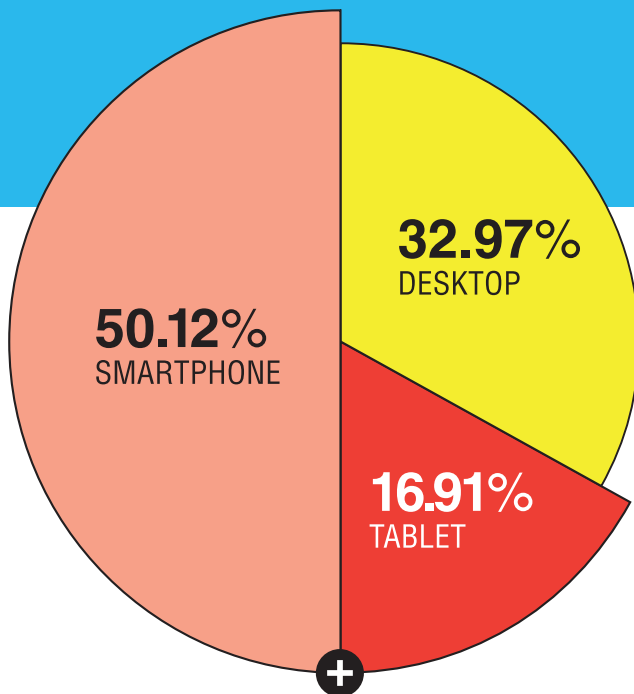
Do more with QR codes. Rather than linking them to your company website, provide more value by finding creative ways of integrating them with other channels. Try sending direct mail and link the QR code directly to an offer. Print large-format posters with QR codes that link to landing pages for sweepstakes entries. Take someone directly to your Facebook page or blog.

NO. 96

Keep up with customers. Mobile email usage is increasing, so make sure the emails you send are coded and designed for easy reading on mobile devices.



Email Opens By Device



67.03%
OF EMAILS THIS QUARTER WERE
OPENED ON A MOBILE DEVICE

Source: US Consumer Device Preference Report Q1 2015



NO. 97

Invite interaction by encouraging your customers to write online reviews. A study conducted by Chadwick Martin Bailey and iModerate Research Technologies says 31% of smartphone owners use them to read reviews.

NO. 98

Try SMS text messaging (also known as short message service). This method of sending text messages from one mobile phone to another mobile phone or to an email address is a rapidly growing channel in the U.S. where more than 600 billion text messages are sent each year. Do you want to alert your best customers to a “Today Only” special? How about sending a reminder to event registrants? Try a text.

NO. 99

Use coupons. The global redemption rate of mobile coupons will average 8% by 2016, according to Juniper Research, an eightfold increase over traditional coupon campaigns.

NO. 100

Think simplicity for your mobile site. Include just the key pieces of information your visitors will want, like your location (address and map), hours of operation, phone number, current promotions plus a simple shopping cart and check-out function for purchase, if appropriate.

NO. 101

Limit text entry. Even the most nimble-fingered can be challenged by filling out multiple, small data fields on their phone. Use drop-down menus and radio buttons for making data selections when possible.



Where Does a Marketer Begin?

Managing all of the components of a successful marketing campaign can be time consuming. Using multiple resources can be cost-prohibitive. Relying on freelancers is often inefficient. The most effective use of your staff, time and dollars is found in consolidating your program with a single source to develop, produce and deliver your marketing programs.

Why Choose Allegra?

Allegra is locally-owned and operated. Our focus is on small and mid-sized businesses and organizations that need marketing services and print-related communications. We specialize in direct mail and cross-media campaigns, but also customer/donor communications, special events support and brand identity – whatever it takes to make an enterprise like yours not just survive but thrive.

Beginning with strategy, we'll work with you to determine what channels make sense for your business or organization. Then we'll precisely define your target audience to ensure your communications achieve maximum impact with minimal waste. Taking a concept to creation is the next critical step. We know how to develop and design marketing materials that drive results – all within your budget and timeline.

Of course, we all know a great marketing campaign will fall flat on its face if it doesn't get into the hands of the right people at the right time. We stay current with digital and direct marketing trends to ensure we hit your target audience – meaning increased results and decreased costs for you.

Want to Learn More?

Contact your local Allegra representative today.

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