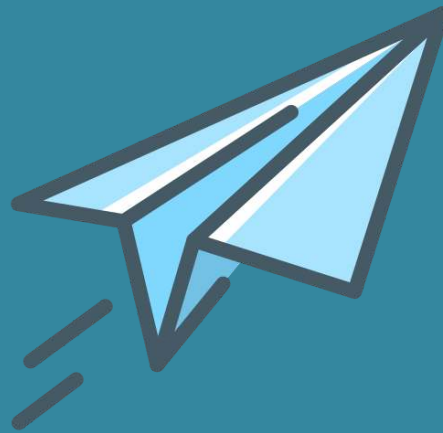


# Getting Started: The Local Business Digital Marketing Playbook



# Local Business Digital Marketing Playbook



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# Local Business Digital Marketing Playbook

## Forward

I dedicate this ebook to my good friends in digital marketing, Paul Lacey, Rob Cairns, Ryan Waterbury, and Davinder Singh Kainth. Davinder Singh Kainth.

Each day I learn something new and improve as a digital marketer because of these men.

I also dedicate this ebook to my friend Steve Roller who has taught me a lot about being a solo business owner and believing in myself and my gifts.

I thank my mom for her support. I want to thank my friends and family who support my efforts.

And, I dedicate this ebook to you, the local and small business owners who are building a life for yourself and your families. You are truly are building a legacy.

I have watched in awe of small business owners for 50 years. You are the backbone of our communities.

Thank You!

tej

# Local Business Digital Marketing Playbook

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# Local Business Digital Marketing Playbook

# Three hallmarks of digital marketing

# 01

## Three hallmarks of digital marketing



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Recently I sat down with a new business owner who said she needed to use digital marketing.

I asked her what digital marketing was and she wasn't sure how to describe it.

I completely understand that.

I like to say it is doing marketing digitally or online. Some people say digital marketing, others say online marketing, and a few will say internet marketing.

I have settled on digital marketing because the word digital essentially means anything online or anything involving technology.

If you don't know the ins and outs of digital marketing, you might assume it is taking your normal marketing efforts and throwing them online. I am going to show a little bit of the difference in this email today.

Digital Marketing is a mindset shift, and there are three hallmarks, Number one is that it is permission based. Number two, it is a targeted message, we'll also talk about what that means that your message has to be targeted. And number three, trust is earned.

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## Permission Based



Photo by [Andrea Piacquadio](#) from [Pexels](#)

Your marketing is permission based. There are essentially two types, permission based and interruption marketing.

You are familiar with interruption marketing. It is that phone call during dinner with your family from a telemarketer.

Interruption marketing is that email you get from someone you have no previous relationship with. We call that SPAM.

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Another example is popup ads. Now, they are run on websites, so you might think they are good digital marketing tactics. However, people popup blockers because they hate pop ups. Banner ads are losing their effectiveness because people have [Banner Blindness](#) (it's a thing!).

To do digital marketing well, you should be getting permission to send emails or to interact with potential customers.

Maybe you send a PDF download in exchange for their email address.

“Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them.” [Seth Godin](#)

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## Targeted Message

In the age of digital marketing, the message and audience is more defined. Whereas before, we tried to reach people on a mass scale, now, we are trying to reach the right people with the right message.

Even though we have the ability to be global, we now have to have the right message for the right people.

Because there are so many people we can reach, we have to learn to be relevant to stand out.

You may hear people talk about segmentation. According to Susan Ward,

“Target marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments consisting of the customers whose needs and desires most closely match your product or service offerings. It can be the key to attracting new business, increasing sales, and making your business a success.”

— Susan Ward

We may talk about different marketing personas. We know that we often have more than one kind of customer. Customers have different types of needs and preferences.

Therefore, we have to craft our message to various segments. You often see this done well in email newsletters.

The need for segmentation and for targeted messages leads to the need of various types of data that we can gather via analytics. That is why it is important to have analytics you have installed in your various online marketing platforms.

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## Trust is earned



Photo by [Zen Chung](#) from [Pexels](#)

*Digital marketing is, if nothing else, a conversation.*

Instead of broadcasting your message to millions of people to get a miniscule amount of conversion, we should be sending the right message to the right people.

In turn, we create a conversation.

Because we have these social media platforms (and emails, and websites) people have the ability to respond.

And guess what, they will.

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What happens if you keep shoving your message out the door but not listening for people when they answer, they eventually get tired and stop listening.

Picture yourself in a social setting. You have just met a new person. You ask them what they do.

“Well, I write words that help people convert leads into customers and fans,” he or she says.

Then, as you are about to ask a question, your new friend launches into a series of seemingly unrelated messages and never pauses to hear your questions.

How long will you sit and listen to their message?

Not long.

This happens online over and over every single day.

Companies blast their message without hearing what customers and potential customers say or what questions they ask. Eventually, people tune them out. They stop listening.

To utilize digital marketing well, you have to listen as you would in a normal, every day conversation. This earns trust.

**Without trust, no one buys from you.**

Remember the saying we hear regularly, “People buy from those they know, like, and trust”?

We have to earn their trust and we do that the same way we earn the trust of anyone we already know.

Marketing is a relationship.

There you have it, three hallmarks of digital marketing, as I see it.

## 02

### Two indisputable laws of digital marketing



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There are two indisputable laws of digital marketing. We are going to talk about those in today's email.

## **First law of digital marketing**

The first law is to build your business on your own property. That means, have a website and email list. Too many people build their business on a rented platform like Facebook.

The problem with that is that Facebook changes things daily and can even disrupt your business in a number of different ways. One way is actually by suspending your account.

It might even be an innocent mistake, but when you can't do what you had been doing to build your business, you are in trouble.

The best thing to do is to funnel your "fans" back to your website where you can convert them into paying customers or on an email list.

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## Second law of digital marketing

The second indisputable law of digital marketing is you have to be social. I have seen too many businesses not spend time responding to fans or customers.

Imagine walking into a store and you are looking for help. You walk up to the first associate and ask for help and he or she ignores you. You go to the next one and the same thing happens. This is what it is like to never reply to comments on your Facebook page, on Twitter, your emails, or your website.

You have to actually interact with those who reach out.

My friend Bridget has written a book on this very topic, how to be social online. If you are interested, here is the [link to check it out](#).

# 03

## Chapter three: Protect your assets



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One of the things I have struggled with over the years is convincing customers to use a password manager.

Here is the stone-cold hard truth, when you become a business owner, you will have usernames and passwords. Lots.

Every Software as a Service (SaaS) you use, every email, every website, every vendor, every banking account, they will all need a way to log in.

Some may use something like Google or a social media log in, but many do not.

It is not good practice to have the same password for everything. It is not good practice to write them down on a piece of paper you have laying around.

Protect your passwords. They are assets to your business.

There really is no option.

One way you can do and still maintain some convenience is with a password manager.

A few weeks ago I was at a chamber pipeline meeting and they were encouraging everyone to log in to their Chamber Forge App on our phones.

I watched as various members logged in on their phones. One of them looked at me, and I said, "I have to do it at the office because I do not know my password."

I don't know it because I don't have it memorized. It is stored in my password manager.

I use LastPass and some of my friends use Bitwarden. Most will give you an option for a 2-factor authorization and most have a mobile app you can use on your phone.

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Most small businesses can easily use the free plans with these managers. You can pay for additional security or features.

Driving traffic to your website

04

Driving traffic  
to your  
website



# Local Business Digital Marketing Playbook

So, a little over a week ago we had an apocalypse. Well, sort of an apocalypse. Facebook went down and took WhatsApp and Instagram with it.

I'm not sure how many small businesses panicked, but it allowed for some of us the opportunity to remind small businesses they need a website and an email list.

[I wrote about this previously.](#)

The first thing you should remember is that your home on the internet is your website and your email list. Your website is your hub.

You need to have both pieces of property.

The next thing to think about is how in the world do you get people to your website.

Often I will see blog posts (or articles) that say something like "101 ways to drive traffic to your website."

Wow, 101 ways!

That's amazing!

**Let me tell you my friend, each of those ways can be tossed into one of three buckets.**

Today, I'm going to talk about those three buckets that contain the ways to send traffic to your website (your hub, your home).

Now, to be sure, social media can help with that, but it's your website you need to cultivate like a business garden.

**Ready to get started? Let's dive in.**

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*Getting traffic to your website:*

1. *Organic*
2. *Paid*
3. *Email*

## 1.Organic Traffic

The first bucket for traffic is called Organic. This basically means all the ways you drive traffic to your website that do not cost money.

When I say it doesn't cost money, that doesn't mean it doesn't cost time and effort. And, actually, content marketing which is a big part of organic traffic costs money.

Organic comes from the terms that Google Analytics has used for years that refer to incoming traffic that wasn't paid for (paid ads, more on that in a bit).

As I said, it doesn't mean you won't ever spend money. For example, you might pay for a writer (what I do) to write articles or run organic social media campaigns.

If you don't pay for someone to execute these tasks, then you are doing them yourself. That takes time.

In fact, [a recent article came out from Orbit Media](#) that tells a snippet of the time (and other guideposts) it takes to write good blog posts.

It takes 4-6 hours minimum to write a really good blog post (article).

Organic traffic is a result of some good work and link building.

Ahrefs explains the importance of link building:

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"Links are the currency of the web. The websites that have plenty of them are deemed 'authoritative' and are rewarded with high rankings in Google. While websites that don't have any are bound to obscurity."

Source: [Ahrefs](#)

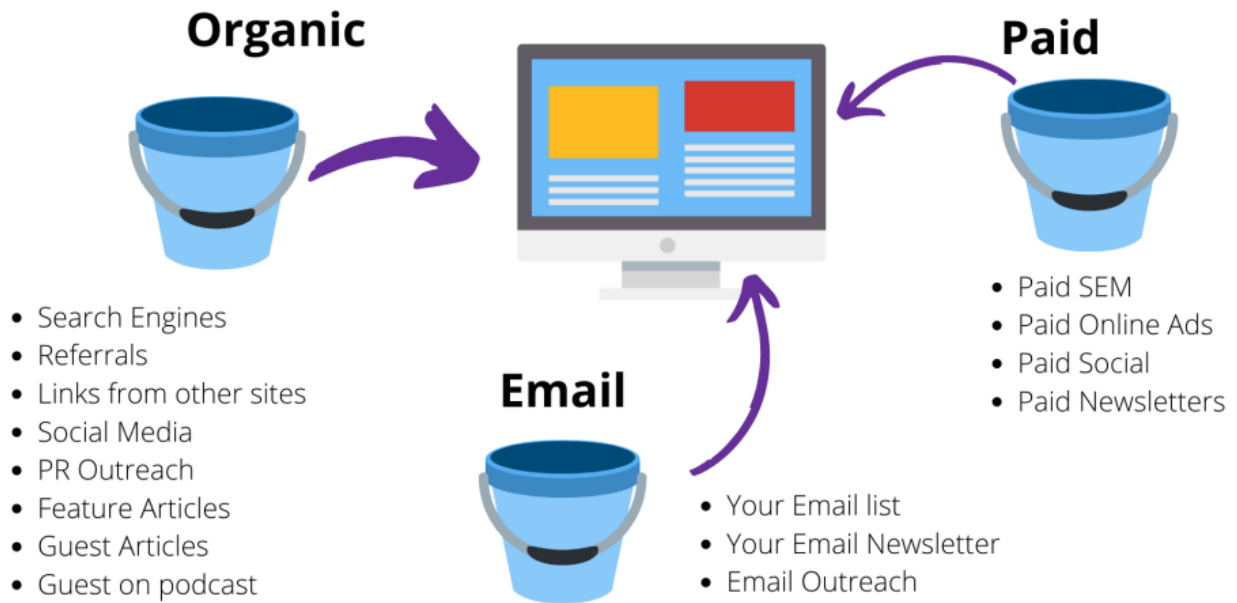
Good link building is the result of a good organic traffic strategy.

Here are various ways to take advantage of organic traffic:

- Search engines – search results
- Referrals – link referrals from other websites – link building
- Social Media (non paid) – non paid efforts
- PR Outreach – Taking advantage of public relations
- Feature Article – An article featuring your business or you
- Guest Articles – An article you write on another website
- Guest on podcast – Being a guest on a podcast.

The key to these is to have a link to your website or a page from your website.

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3 Traffic Sources diagram

## 2. Paid Traffic

Paid refers to paying for the traffic. In this case, you have paid to get the traffic in one of many different ways.

Again, this is not the same as paying for the execution of a content strategy but rather the distribution of the strategy.

So, you write an article, and it answers a pressing question for your audience.

Then, you post it on Facebook, maybe Twitter, or Instagram. This is organic because you didn't pay either to boost the post.

Now, you decide to put some money behind it.

Next, you pay Facebook to boost a post or Twitter, etc. You might even pay for a Google Ad for a target keyword.

You might pay to have your banner on a high-traffic website for a product or service.

Almost every social media platform has paid ads to get traffic. Many businesses don't send that traffic to their website, but that's a mistake.

When you run an ad on Facebook or others, you need a dedicated landing page on YOUR WEBSITE to send that traffic.

Another option is paying to be in an email newsletter. For example, for a fee, you can be featured in our local Chamber's email.

These are all paid options.

You are paying to have an ad or post displayed to more people on social media, on other websites, and in email newsletters.

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This is called Search Engine Marketing (SEM) or Social Media Marketing (SMM).

If you use this tactic, always send traffic back to YOUR WEBSITE because it is your hub for online business.

Paid Options:

- Paid SEM
- Paid Online Ads
- Paid Social Ads
- Paid Newsletters



## 3. Email traffic

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- Your email list
- Your Email Newsletter
- Email Outreach

You can absolutely get traffic to your website from your email list. Actually, you can get it from a number of emails.

There are at least three ways to get traffic from emails: 1) Your own email list; 2) Your email newsletter; 3) Email Outreach.

## 1. Your email list

I separated your email list from your email newsletter because you may use your list in different ways.

Some people tag their audience and send automation emails (or autoresponders) to that segment. It isn't literally an email newsletter, but it can function like one.

You create a series of emails and you create an automation that sends those out over a period of time to that segment of your list.

They can contain links to your website and/or various landing pages.

## 2. Email Newsletter

An email newsletter is a regular newsletter you send to your list or a segment of your list.

Those newsletters are executed at regular intervals. You send them at the same time every week or month or day, etc.

They usually contain content your users find useful, a similar format each time, or a broadcast of what's going on with your company.

Both types of emails, the newsletter, and the automation, can be effective tactics for sending traffic to your website.

## 3. Email Outreach

Email Outreach is a bit different. These types of emails go to prospects you have identified and you are reaching out to create a relationship.

In doing so, you will likely share various resources on your website. The ultimate goal is to create a relationship but you can certainly use it to help drive traffic to your website.

Getting started with Digital Marketing for  
your local business

**05**

**Getting started with  
Digital Marketing for  
your local business**

# Local Business Digital Marketing Playbook

I just think, before you start, you should know some foundational ideas which is why I started this blog and newsletter. Thanks for being apart!

*Todd E Jones - thta's me 😊*

So, here is where you are in your business.

You have been running your business for a while now, right?

You have seen some growth, put in place some processes, you have some raving reviews from customers, and now someone is whispering in your ear, “you need to do digital marketing.”

Chances are, that means they want you to buy their services.

And hey, digital marketing is a great way to efficiently add to your business.

**It's a win/win really.**

I just think, before you start, you should know some foundational ideas which is why I started this blog and newsletter.



Me thankful for you!

## How does someone define digital marketing?

I'm not sure how you define it, and I'm not really sure how others do. It really doesn't matter because we will all say something a bit differently.

By now, you know I have a philosophy and a way that I look at digital marketing.

I think digital marketing starts with your home base, your website, and your email list, and uses other "digital" channels to funnel leads to your home base.

But, for the sake of hearing someone else's definition, here is a paragraph from American Marketing Association:

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“In a nutshell, digital marketing refers to any marketing methods conducted through electronic devices which utilize some form of a computer. This includes online marketing efforts conducted on the internet. In the process of conducting digital marketing, a business might leverage websites, search engines, blogs, social media, video, email, and similar channels to reach customers.”

*American Marketing Association*

I cannot disagree with the specifics of this definition, but I think it fails to provide context.

Here is another definition from Mailchimp and its pretty good too:

“Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

“Essentially, if a marketing campaign involves digital communication, it’s digital marketing.”

*MailChimp*

# Local Business Digital Marketing Playbook



Photo by [Pixabay](#) from [Pexels](#)

## Getting started: Caveats

Before you get started, I think there are some caveats to keep in mind.

### **Caveats:**

1. Digital Marketing is not doing traditional marketing online ([see earlier](#))
2. Even though it's digital, it is still about [relationships](#) (respond/reply/answer)
3. Make sure you secure your home base ([website & email list](#))
4. Never build on rented land or "put all your eggs in one basket" (Facebook, social media)

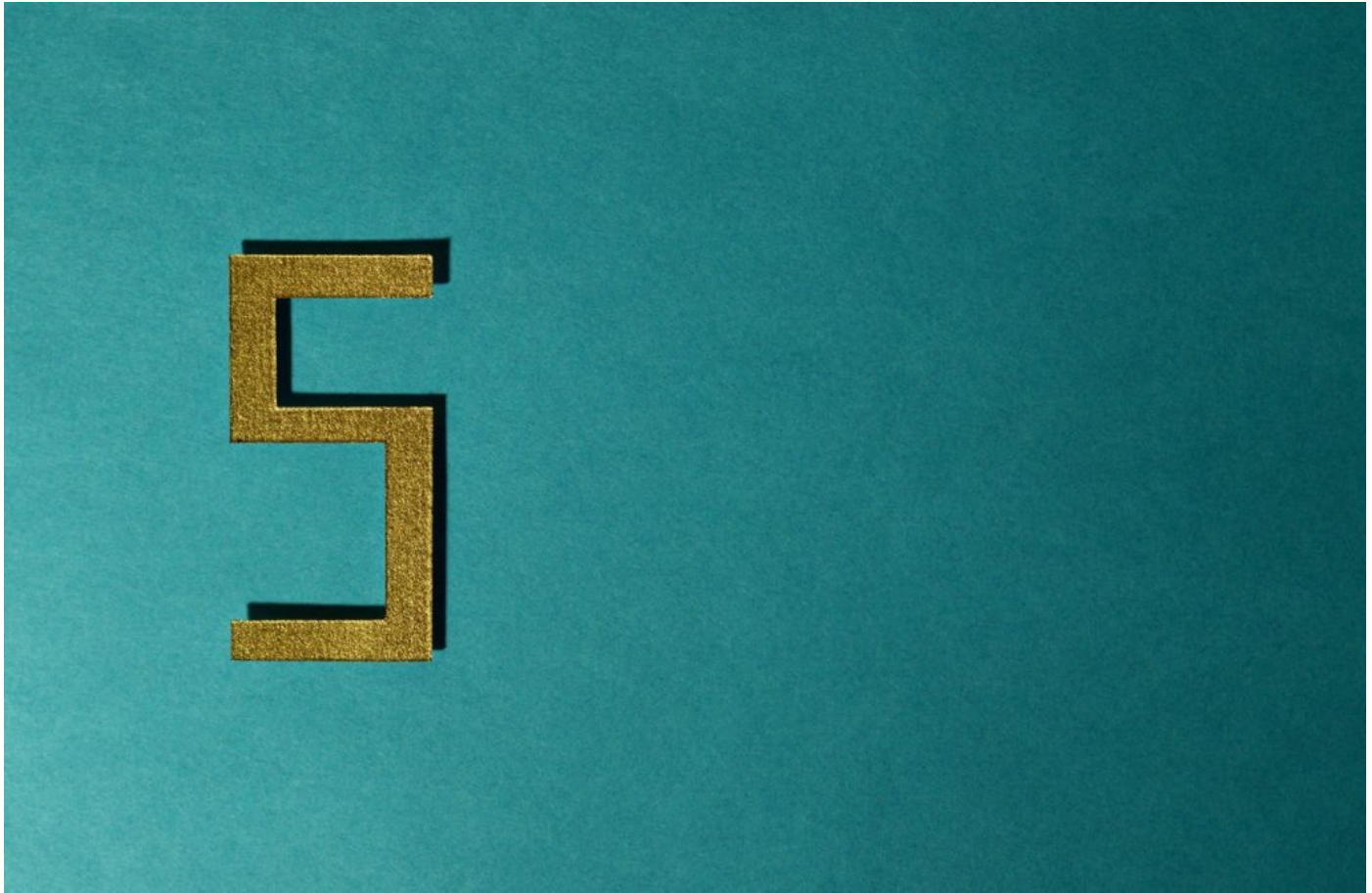


Photo by [Miguel Á. Padriñán](#) from [Pexels](#)

## Getting started: 5 steps

To get started using digital marketing in your business, I am going to outline 5 steps.

True, there is an investment to make in digital marketing. It will either cost time or money.

However, before you start investing in social media management, or paid online advertising, or other paid channels, I think you need to do some basic things.

This will help you set your foundation that you can then use to build on. It will make your digital marketing efforts much more efficient.

**Ready to get started?**

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## 1) Get your Google My Business (now called Google Business Profile)



Photo by [Pixabay](#) from [Pexels](#)

[Sign up for Google Business Profile here](#)

This puts your business on Google Maps (visibility) and makes it easier for local customers to find you. It's a huge part of local search engine optimization efforts.

[Read Local SEO and Why it's Important to YOUR business](#)

Connects you with Google. The easiest way for your business to communicate with Google is through a Google Business Profile.

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Gives all the pertinent info about your business. Google Business Profile is free. It allows you to include all of your pertinent business information such as hours, reviews, pictures, website, contact information, various categories such as “women-owned” and much more.

[Read how to set up a Google Business Profile](#)

## 2) Build a website

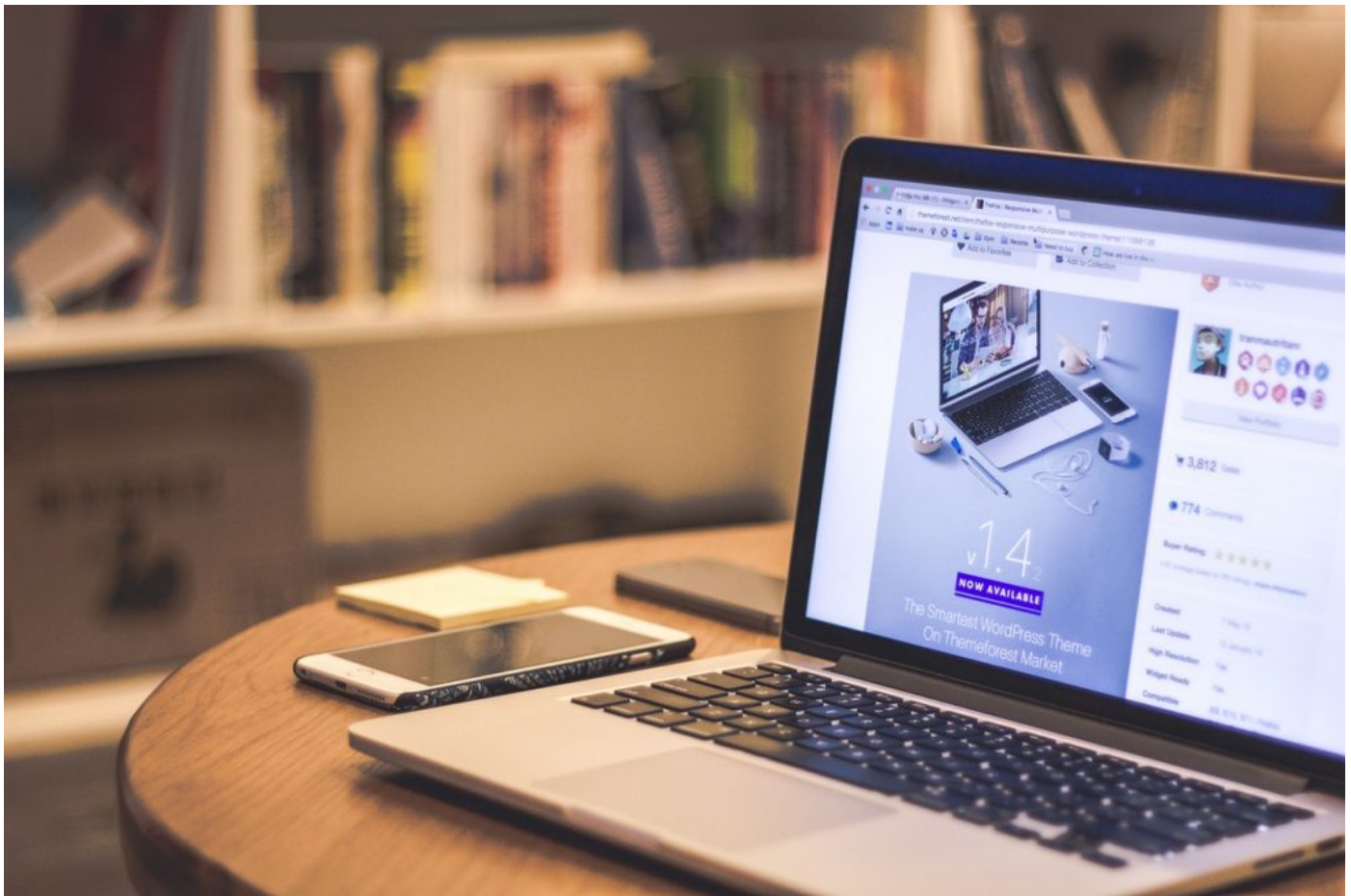


Photo by [Tranmautritam](#) from [Pexels](#)

If you haven't already done so, build a website. In 2021 there are a plethora of website builders available including Squarespace, Wix, Weebly, Webflow, WordPress, and many more.

I am a long-time user and advocate for WordPress, but there are many that allow business owners to take a DIY (do it yourself) approach.

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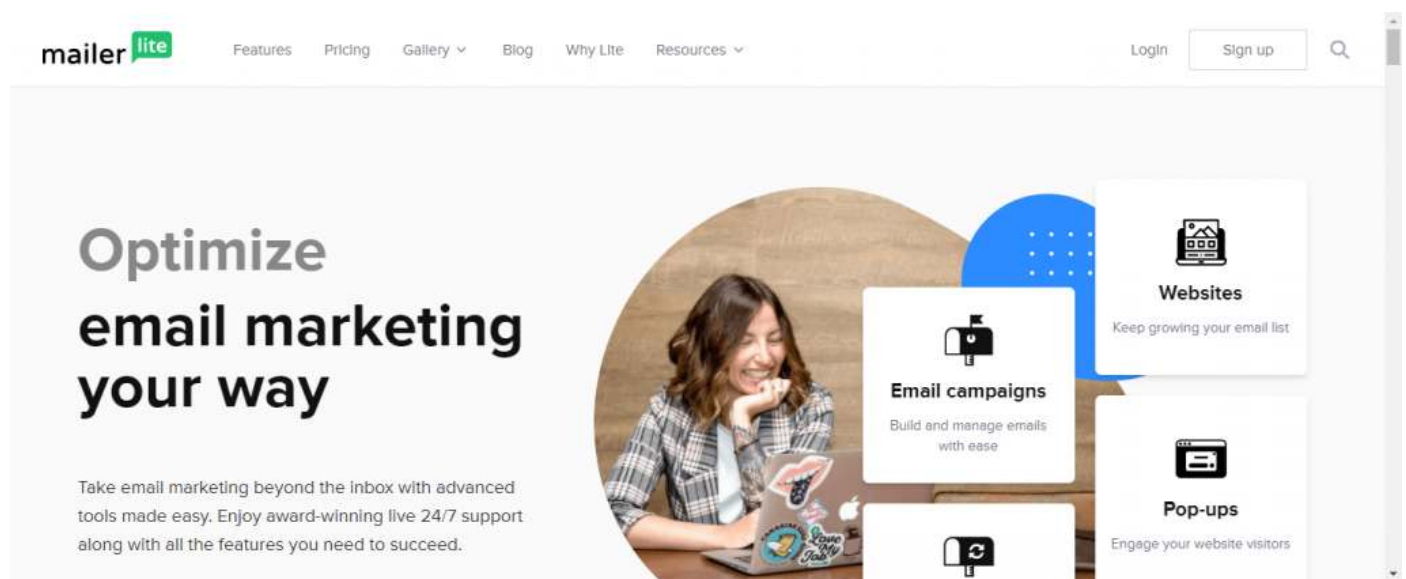
The hardest part will likely be the content (or website copy) you add to the pages.

You will need a Home page, About page, Contact page, and a Services page at the very least.

On your [About page](#), you want to [tell some of your story](#). I actually created a package of worksheets to help people write their website copy [[Website Copy Framework](#)]. You can purchase a package and book a coaching call if you would like more help.

If you would like to create a WordPress website, you can take advantage of the turnkey offer by [Launch Engine](#) to get your website up and running within a couple of weeks.

## 3) Launch an email newsletter



Screenshot: [www.mailerlite.com](http://www.mailerlite.com)

Remember a few weeks ago when Facebook went down for almost an entire day? It wasn't just Facebook but Instagram and Whatsapp. This is the danger of using social media to run the entirety of your online business.

You need a home base that includes your website and your email list.

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There are a number of email software companies (ie. MailChimp) where you can start a free account. At the very least you can send an email once per month letting your subscribers know what's going on.

You will need to have a form on your website in which to sign up subscribers. Explain they will receive news and tips. Email newsletters have a high Return on Investment and it is a direct link from customers and those interested in your company.

[Email stats from Hubspot](#)

Forget those Constant Contact commercials. Go with either [MailChimp](#) or [Mailerlite](#) to get started.

## 4) Use social media smartly

When you use social media, don't treat it as a license to blast a company-centered message across multiple platforms. That just doesn't work on social media. People will tune that out right away.

Reply and respond. Remember social media is a two-way street. Create good, relevant content that leads people to your home base (website; email list). Promote various types of company content there. Social media can become an effective content distribution platform.

Also, spend time promoting by others you are connected with other businesses. It does build some goodwill.

You might consider using something like [Hootsuite](#) to create scheduled posts.

## 5) Create original content

Creating original content is the one place where you can completely differentiate yourself from your competition. I often see local businesses sharing something from an industry source or another publication. But, what if you created your own content?

What if you created good, solid, original content that gives a lot of great value?

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And then you shared it everywhere?

Share to your email newsletter. Share to your blog and your social media platforms. Share it with other communities you are a part of.

Nope, it's not easy. In fact, you may have to hire someone to help you create that content.

Not doing so, you will never know the impact that may have on your business.

You are the expert in your industry! Use that expertise. Create a video, create an article, or a podcast or hundreds of other types of content.

The good thing is, once you create the content, you can use it to remix into other types of content to distribute in other arenas.

Not sure what to create? [Zazzle Media has you covered with 101 different types of content.](#)

## Wrapping it up

Getting started with digital marketing is not complicated. It can be, however, easy to get caught up in shiny objects.

Once you have the foundations down, you can proceed further and invest more.

And with all marketing, knowing your customers is a crucial piece of the process.

Need help? Want to chat about digital marketing?

## Glossary

### Storytelling

"One might call it the telling and retelling of stories that have meaning."

### URL

**(Uniform Resource Locator)** The address that defines the route to a file on an Internet server (Web server, mail server, etc.). URLs are typed into a Web browser to access Web pages and files, and URLs are embedded within the pages themselves as links.

Source : [PC Mag](#)

### Digital Marketing

"Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

"Essentially, if a marketing campaign involves digital communication, it's digital marketing."

Source: [MailChimp](#)

# Local Business Digital Marketing Playbook

Thanks for taking the time to read this short book. I hope that it helps you in your future digital marketing efforts.

If you need any help or would like to learn more, please email me at [todd@copyflight.com](mailto:todd@copyflight.com)

**You can find me online:**

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

My monthly local business digital marketing newsletter

[www.localdigital.services](http://www.localdigital.services)



**Todd E Jones**

# Local Business Digital Marketing Playbook

# Getting Started: The Local Business Digital Marketing Playbook