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Affiliate Tools

Sales Literature and Marketing Tools Vendors Can
Create to Achieve a Successful Marketing Campaign

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****Disclaimer:** This document is a collection of articles and resources to assist affiliate marketers in achieving a successful marketing campaign. It references and links (some affiliate links) to articles and passages to websites that provide information on the relevant topics. If an article is used in this document, it is referenced back to its original author.*



Overview

The table below lists the Affiliate Tools (Sales Literature and Marketing Tools) Vendors can have their marketing firm create to help achieve a successful marketing campaign. This list is not all-inclusive and will be added to as new information is obtained.

Table 0-1: Affiliate Tools

	Description	Definition
1	Article Marketing	Article marketing is a branch of content marketing. It is a type of advertising in which companies write and distribute short articles to a range of outlets such as article banks, forums, and newsletter publishers. Its main purpose is to gain a huge number of online audiences and boost the number of sales opportunities for products or services on websites.
2	Banner Ads	A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser.
3	Billboards	A billboard (also called a hoarding in the UK and many other parts of the world) is a large outdoor advertising structure (a billing board), typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically brands use billboards to build their brands or to push for their new products.
4	Bluetooth	Bluetooth advertising is a method of mobile marketing that utilizes Bluetooth technology to deliver content such as message, information or advertisement to mobile devices such as cellular phones or tablet computer. Bluetooth advertising can also be received via laptop or PDA. Beacon advertising is one method of this.
5	Brochures	A brochure is an informative paper document (often also used for advertising) that can be folded into a template, pamphlet, or leaflet. A brochure can also be a set of related unfolded papers put into a pocket folder or packet. Brochures are promotional documents, primarily used to introduce a company, organization, products, or services and inform prospective customers or members of the public of the benefits.
6	Business Cards	Business cards are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid. A business card typically includes the giver's name, company, or business affiliation (usually with a logo) and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website.
7	Classified Ads	Classified advertising is a form of advertising, particularly common in newspapers, online and other periodicals, which may be sold or distributed free of charge. Classified advertisements are much cheaper than larger display advertisements used by businesses, although display advertising is more widespread.
8	Direct Response TV	Direct response television (DRTV) is any television advertising that asks consumers to respond directly to the company — usually either by calling a toll-free telephone number, sending an SMS message, or by visiting a web site. This is a form of direct response marketing.
9	Door Hangers	A door hanger (also spelled doorhanger or door-hanger) is a plastic or cardboard sign, generally rectangular in shape, cut to hang from the handle or knob of a door. They are sometimes used to distribute print advertising to residences. Door hangers are often seen in hotels and other places of lodging as a means for guests to communicate with maintenance and housekeeping staff.
10	Email Marketing	Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations. Email marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust, or brand awareness.
11	Flyers	A flyer (or flier) is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals, or sent through the mail. In the 2010s, flyers range from inexpensively photocopied leaflets to expensive, glossy, full-color circulars.
12	Hotspots	Users are willing to search for free Wi-Fi to access the internet to check email, access the social network or for taxes. To access the free Wi-Fi, they must view some Ads relevant to the companies which are providing free Wi-Fi. Through Wi-Fi advertising, you will be able to let them know about your services, products, promotions offer, or any information which are related to your business when they are connected to your provided Wi-Fi. Once the user has visited and browsed this original content, the connection will be opened to access to any service they want.
13	Influencer Posts	Influencer marketing (also known as influence marketing) is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field. Influencers are someone (or something) with the power to affect the buying habits or quantifiable actions of others by uploading some form of original—often sponsored—content to social media platforms like Instagram, YouTube, Snapchat, or other online channels. Influencer marketing is when a brand enrolls influencers who have an established credibility and audience on social media platforms to discuss or mention the brand in a social media post. Influencer content may be framed as testimonial advertising.



14	Infographics	Infographics (a clipped compound of "information" and "graphics") are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. Similar pursuits are information visualization, data visualization, statistical graphics, information design, or information architecture.
15	Magazine Display Ads	Magazine advertising is the ads that people see placed throughout publications. Starting up or maintaining a magazine is dependent on a few factors, but one of the most important is advertising. Ad sales can make or break a publication, and nearly all magazines depend on the revenue generated by their advertisers to stay in business.
16	Name Tags	A name tag is a badge or sticker worn on the outermost clothing as a means of displaying the wearer's name for others to view.
17	Near Field Communication	Near-field communication (NFC) is a set of communication protocols for communication between two electronic devices over 4 cm (1 1/2 in) or less. NFC offers a low-speed connection with simple setup that can be used to bootstrap more-capable wireless connections.
18	Newspaper Display Ads	Newspaper display advertising is a form of newspaper advertisement - where the advertisement appears alongside regular editorial content. Display ads are generally used by businesses and corporations towards promotion of their goods and services and are generally for larger budget clients. Display ads appear in all sections of the newspaper except the editorial page, obituary page, and classified section.
19	Online Funnels	The purchase funnel, or purchasing funnel, is a consumer-focused marketing model that illustrates the theoretical customer journey toward the purchase of a good or service.
20	Pamphlets	A pamphlet is an unbound book (that is, without a hard cover or binding). Pamphlets may consist of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths, called a leaflet or it may consist of a few pages that are folded in half and saddle stapled at the crease to make a simple book.
21	Pay Per Click	Pay-per-click (PPC) is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked.
22	Phone, Text, and SMS	Direct text marketing is a form of SMS marketing. This includes using a medium which involves text messaging over a mobile device and can be done from a mobile phone or in bulk using an SMS Aggregator and distributor online. Some businesses provide the entire service including creating the messages and sending them via an aggregator on behalf of a business. Today, direct text marketing has been subsumed under mobile marketing, which includes rich media embedded into the marketing messages as well as those messages sent via mobile applications besides SMS.
23	Posters	A poster is a temporary promotion of an idea, product, or event put up in a public space for mass consumption. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative. Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians, and films), propagandists, protestors, and other groups trying to communicate a message.
24	Product or Customer Reviews	A customer review is a review of a product or service made by a customer who has purchased and used, or had experience with, the product or service. Customer reviews are a form of customer feedback on electronic commerce and online shopping sites. There are also dedicated review sites, some of which use customer reviews as well as or instead of professional reviews. The reviews may themselves be graded for usefulness or accuracy by other users.
25	QR Codes	A QR code (an initialism for Quick Response code) is a type of matrix barcode (or two-dimensional barcode) invented in 1994 by the Japanese automotive company Denso Wave. A barcode is a machine-readable optical label that contains information about the item to which it is attached. In practice, QR codes often contain data for a locator, identifier, or tracker that points to a website or application. A QR code uses four standardized encoding modes (numeric, alphanumeric, byte/binary, and kanji) to store data efficiently; extensions may also be used.
26	Radio Commercials	In the United States, commercial radio stations make most of their revenue by selling airtime to be used for running radio advertisements. These advertisements are the result of a business or a service providing a valuable consideration, usually money, in exchange for the station airing their commercial or mentioning them on air. The most common advertisements are "spot commercials", which normally last for no more than one minute, and longer programs, commonly running up to one hour, known as "informercials"
27	Sales Scripts	A sales script is a written dialogue guide used by inside sales representatives to talk to clients over the phone or via voicemail. A sales script could be a detailed word for word script or a list of key talking points and common responses. Sales scripts can help nervous sales reps know what to say when they get flustered and/or respond to tough questions from clients.
28	Sales Letter	A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as "A form of direct mail in which an advertiser sends a letter to a potential customer." It is distinct from other direct mail techniques, such as the distribution of leaflets and catalogues, as the sales letter typically sells a single product or product line, and further tends to be mainly textual as opposed to graphics-based, although video sales letters have become increasingly popular. It is typically used for products or services which, due to their price, are a considered purchase at medium or high value (typically tens to thousands of dollars). A sales letter is often, but not exclusively, the last stage of the sales process before the customer places an order and is designed to ensure that the prospect is committed to becoming a customer.
29	SEM and SEO	Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may



		<p>incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.</p> <p>Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.</p>
30	Short code	Short codes, or short numbers, are short digit sequences, significantly shorter than telephone numbers, that are used to address messages in the Multimedia Messaging System (MMS) and short message service (SMS) systems of mobile network operators. In addition to messaging, they may be used in abbreviated dialing.
31	Signature Ads	A signature ad is several sentences inserted underneath your name with every email or forum message you send out. It's like an email business card that's placed in all of your email messages. Using the signature can boost your affiliate productivity and earnings considerably.
32	Social Media Profiles and Marketing	Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns.
33	Squeeze Pages	A squeeze page is a single web page with the sole purpose of capturing information for follow-up marketing; that means NO exit hyperlinks. Quality squeeze pages use success stories that the prospect would relate to when making a buying decision. They also use things like color psychology, catchy sales copy and keyword rich text placed with SEO (search engine optimization) in mind. Some advanced marketers even use audio and video on their squeeze page.
34	Telemarketing	Telemarketing (sometimes known as inside sales, or tele-sales in the UK and Ireland) is a method of direct marketing in which a salesperson solicits prospective customers to buy products or services, either over the phone or through a subsequent face to face or web conferencing appointment scheduled during the call. Telemarketing can also include recorded sales pitches programmed to be played over the phone via automatic dialing. Telemarketing is defined as contacting, qualifying, and canvassing prospective customers using telecommunications devices such as telephone, fax, and internet. It does not include direct mail marketing.
35	Television Commercials	A television advertisement (also called a television commercial, commercial, advert, TV advert or simply an ad) is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product or service. Advertisers and marketers may refer to television commercials as TVCs.
36	T-Shirts, Hats & Uniforms	T-shirt marketing is all about selling brands using T-shirts as a means of advertisement. In this method, an advertisement comprising an image, message, or a slogan is printed on T-shirts. When people buy full sleeve t-shirts or other t-shirts and get them as gifts, they tend to wear them very often as casual wear while strolling in markets or other crowded places. So, the person wearing a T-shirt with an advertisement printed on it while roaming around becomes part of a brand promotional campaign. We can say that marketers turn people into a walking billboard advertisement under a t-shirt marketing campaign.
37	Vehicle Wrap	Wrap advertising or a vehicle wrap is known as the marketing practice of completely or partially covering (wrapping) a vehicle in a vinyl material, which may be for a color change, advertising, or custom delivery. The result of this process is essentially a mobile billboard. Wrap advertising can be achieved by painting a vehicle's outer surface, but an increasingly ubiquitous practice in the 21st century involves the use of large vinyl sheets as "decals". The vinyl sheets can later be removed with relative ease, drastically reducing the costs associated with changing advertisements. While vehicles with large, flat surfaces (such as buses and light-rail carriages) are often used, automobiles can also serve as hosts for wrap advertising, despite consisting of more curved surfaces. Wrap advertising is also used in the magazine and publishing industries.
38	Webinars and Web Conferencing	Web conferencing is used as an umbrella term for various types of online conferencing and collaborative services including webinars (web seminars), webcasts, and web meetings. Sometimes it may be used also in the narrower sense of the peer-level web meeting context, to disambiguate it from the other types known as collaborative sessions. The terminology related to these technologies is exact and agreed relying on the standards for web conferencing, but specific organizations practice in usage exist to provide also term usage reference.
39	Website	A website (also written as web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com.
40	Word of Mouth	Word of mouth or viva voce is the passing of information from person to person using oral communication, which could be as simple as telling someone the time of day. Storytelling is a common form of word-of-mouth communication where one person tells others a story about a real event, or something made up. Oral tradition is cultural material and traditions transmitted by word of mouth through successive generations. Storytelling and oral tradition are forms of word of mouth that play important roles in folklore and mythology. Another example of oral communication is oral history—the recording, preservation, and interpretation of historical information, based on the personal experiences and opinions of the speaker. Oral history preservation is the field that deals with the care and upkeep of oral history materials collected by word of mouth, whatever format they may be in.



1 Article Marketing

Important Guidelines for Article Submission on Top Article Submission Sites

Article submission, though a simple process, can be tricky sometimes. There are various factors to bear in mind while resorting to this SEO technique. Considering all the critical elements, a few crucial guidelines are mentioned below-

- (i) It is imperative to make an article submission sites list containing high quality and high DR websites.
- (ii) It is a prerequisite to register on every website by filling in the particulars, especially your email address.
- (iii) One also needs to specify the appropriate category to which your blog belongs, such as beauty, politics, education, etc.
- (iv) It is always recommended to include the link of your website as well as associated keywords in the author's description box.
- (v) The most crucial factor of article submission is to write an intriguing and enticing article with minimal grammatical errors. It is frequently noticed that most people often tend to avoid reading articles that are too long. Hence, it is vital to keep the article brief and straightforward.
- (vi) Keywords are essential to every article since they play an essential role in attracting the audience to your website. Hence, one should make sure to include those decided keywords in the content.
- (vii) Once the writing procedure is done, edit and proofread the article and submit it to the article submission sites that you have shortlisted.
- (viii) The moderator will check your article and determine whether it should be published on the website or not. In case your article gets approved, the site sent you an email informing you of the same.

Steps to Follow After Submission & Approval of the Article

Submitting an article on free article submission sites is a straightforward process if you keep in mind all the guidelines mentioned above. After getting permission from the specific article submission sites, you can increase your website or blog's visibility by implementing specific other helpful steps. Some of them are mentioned below-

- (i) One can submit the newly created backlinks received from article submission sites to search engine submission sites.
- (ii) You can also ping your newly created backlinks to get them indexed by various search engines as soon as possible.
- (iii) Bookmarking your backlinks using various bookmarking websites and existing social media profiles is a much-needed step to systematize the process of enhancing your blog's popularity.



- (iv) One can also get high authority backlinks by submitting their articles to high authority Directory submission sites.
- (v) It is often noticed that people usually prefer visual content to written content. Keeping this thought in mind, various video submission sites have also been developed. One can convert their content into videos and submit them on such websites.

Here is a great list of sites you can submit your articles to.

Table 1-1: Article Marketing Websites

	Site Name	Description
1	Google Sites	Google offers this medium for link building. Users can use it to add content and substance to blogs. It is free of cost.
2	EzineArticles	It is a content promotion website and offers a wide variety of content to its readers. EzineArticles is a popular place for marketing activities as well as content promotion. This website has a good audience base and is also free of cost.
3	Articlebiz	This website is popular among readers as well as authors alike. It is similar to the site mentioned above, myarticle.com, as it has an extensive database of articles. It also has a significant audience.
4	Go Articles	This site allows the user to publish the content on several websites. It has a database of a list of articles with numerous categories.
5	Tumblr	Tumblr allows for the creation of microblogs and helps its users share content with a network of publishers. The blogs on the site can be created in minimal time.
6	Quora	Quora is a platform that contains content in a question-and-answer format. Its objective is to help share and grow knowledge globally. Choosing it for article submission can also be quite useful for you, as it is one of the top-rated sites for targeting the right kinds of audiences. It also ensures quite productive backlinking opportunities.
7	Live Journal	LiveJournal is a unique place where people share their life stories, give advice and exchange ideas
8	123ArticleOnline	123ArticleOnline.com has scoured the web and indexed a huge collection of articles on various subjects. Just click on the appropriate category to read the articles. Currently they have about 900,000 quality articles in the database and keep growing every day.
9	Article Cube	A place where you can submit your articles for content marketing.
10	HubPages	HubPages is a network of sites where people write about their passions!
11	WattPad	The world's most-loved social storytelling platform. Wattpad connects a global community of 90 million readers and writers through the power of story.



2 Banner Ads

You or your marketing firm may create banner ads to promote products. Banner Ad sizes have been standardized to some extent by the [Interactive Advertising Bureau](#) (IAB). You can find all specifications on their website. The most common ones used are listed below:

Table 2-1: Standard Web Banner Sizes (2011 IAB Update)

	Name	Width (px)	Height (px)	Aspect Ratio	Type
1	Medium Rectangle	300	250	6:5	Rectangles and Pop-Ups
2	Square Pop-Up	250	250	1:1	
3	Vertical Rectangle	240	400	3:5	
4	Large Rectangle	336	280	6:5	
5	Rectangle	180	150	6:5	
6	3:1 Rectangle	300	100	3:1	
7	Pop-Under	720	300	2.35:1	
8	Full Banner	468	60	78:10	Banners and Buttons
9	Half Banner	234	60	39:10	
10	Micro Bar	88	31	88:31	
11	Button 1	120	90	4:3	
12	Button 2	120	60	2:1	
13	Vertical Banner	120	240	1:2	
14	Square Button	125	125	1:1	
15	Leaderboard	728	90	728:90	Skyscrapers
16	Wide Skyscraper	160	600	1:3.75	
17	Skyscraper	120	600	1:5	
18	Half Page Ad	300	600	1:2	



Table 2-2: Standard Mobile Banner Sizes

	Name	Width (px)	Height (px)
1	Billboard	970	250
2	Smartphone Banner 1	300	50
3	Smartphone Banner 2	320	50
4	Leaderboard	728	90
5	Super Leaderboard/Pushdown	970	90
6	Portrait	300	1050
7	Skyscraper	160	600
8	Medium rectangle	300	250
9	120x160	120	160
10	Mobile Phone Interstitial 1	640	1136
11	Mobile Phone Interstitial 2	750	1334
12	Mobile Phone Interstitial 3	1080	1920
13	Feature Phone Small Banner	120	20
14	Feature Phone Medium Banner	168	28
15	Feature Phone Large Banner	216	36

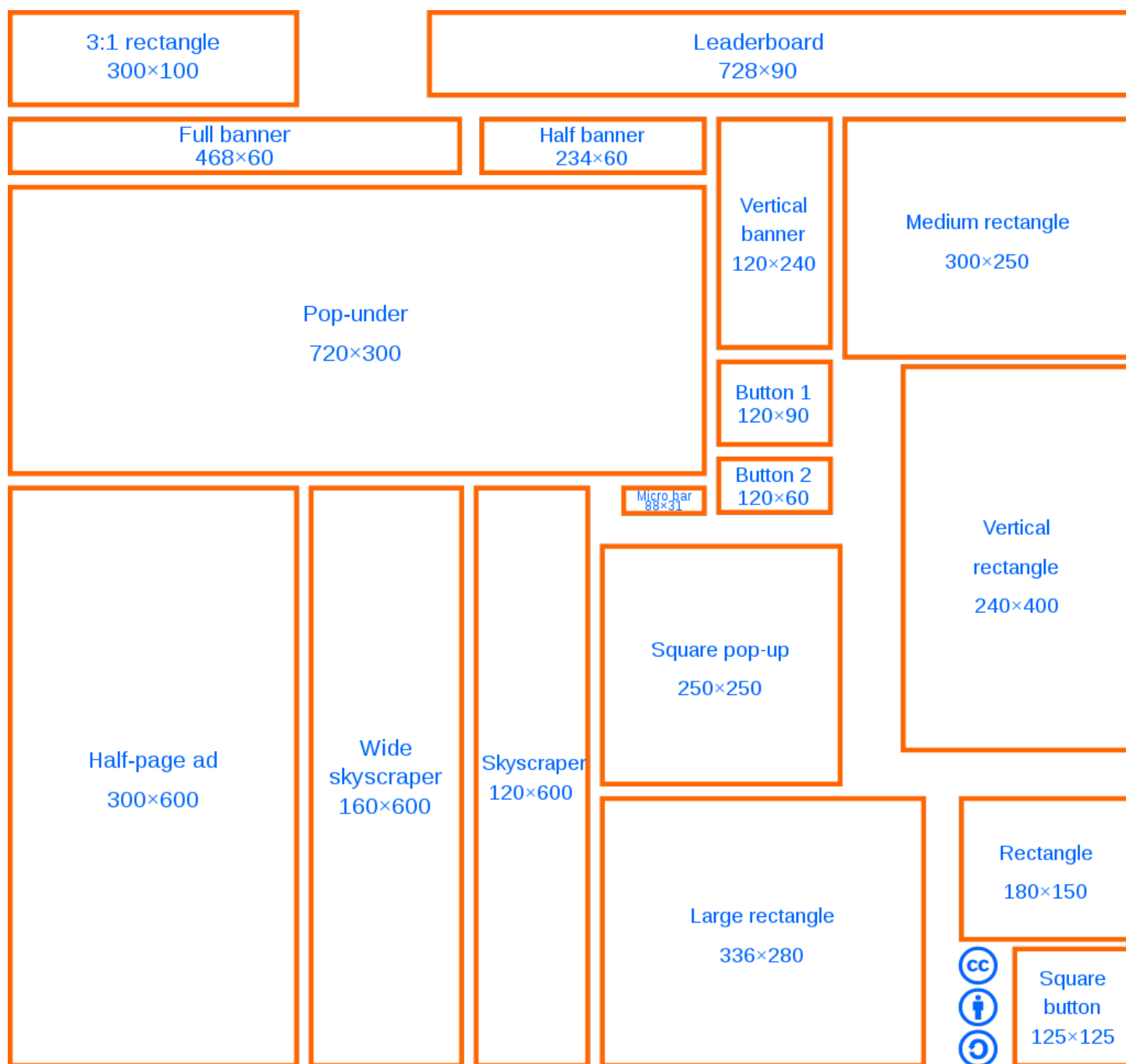


Figure 2-1: IAB standard ad sizes.



3 Billboards

Size

The industry standard for most digital and print billboards measures 14 feet in height by 48 feet in width. Some billboards reach up to 60 feet in width, so you need to find out the size of the board on which your billboard will display before you go to print with your ad. The largest size is typically used at junctions of several major freeways or along the highway in populated business areas. Some billboards have extensions on top of the billboard. These extensions can add more than 5 feet to the top of the board.

Terms

Space on both traditional and digital billboards is typically booked for a minimum of a month, although some require a 12-week contract. While your ad stays on a print billboard all by itself for that entire period, you share space with other businesses when your ad appears on a digital billboard. Digital billboard ads run for four to eight seconds and are part of a 64-second loop. If your budget allows, you can always run two different ads during the 64-second loop for more exposure.

Design Specs

The design specifications for print billboards vary according to the final size, but most require you to add 6 inches on each side to the total print area. This extra space is required for printing and installation purposes. Printers typically need several weeks to print your ad on vinyl, and then you need to allow for delivery of the final printed piece to the installation company. Providing video for digital ads is much simpler: Simply email your final digital image measuring 400 pixels in height by 1,400 pixels in width in red-green-blue, or RGB, format at 72 dots per inch to the network that manages the bulletin board.

Regulations

States must follow the Highway Beautification Act to receive federal aid for maintenance and improvement of their highway systems. That means billboard advertising is restricted to zoned areas or un-zoned commercial and industrial locations along interstates and national highways. If you want to advertise in areas that do not have the proper zoning, you need to check with your state's department of transportation for a permit to erect a billboard. Check with your state to determine other restrictions that apply to installing a billboard. For instance, in Missouri, billboards must be no larger than 800 square feet in size and must be spaced at least 1,400 feet away from another billboard.

Length

Ads appearing on digital billboards appear for eight seconds before the message changes. These ads are shown as part of a 64-second loop, so you share the screen with other companies. Travelers may see your ad multiple times on an LED screen if traffic is slow, and the billboard can be seen from a long distance. Print billboard ads stay the same until an installation team removes the ad or it starts to fall off the billboard due to age or weather conditions.

Appearance

Traditional billboard ads start to look faded and dirty after months of use unless the posters are replaced often. Since LED billboards rely on lights rather than vinyl to spread their message, they don't start peeling or look



dingy. While a few lights might go out on a digital billboard, the typical LED bulb lasts 100,000 hours, or about 11 years, says OAI, a manufacturer of LED billboards, so there's little worry about the billboards looking rundown unless a power failure occurs.

Changing Messages

One of the main benefits of using digital billboard advertising to reach mobile consumers is the ease with which you can change your ads -- unlike print ads that are unchangeable without incurring more cost once the publication hits the printer. You can also react more quickly to changing market conditions with digital billboards, allowing your message to reflect changes in pricing or information. Your company can even put more than one ad in the loop, giving you a chance to reach even more prospects, rather than waiting for more than a minute to get the opportunity to again grab a driver's attention.

Cost

According to [Blue Line Media](#), buying space on traditional billboards ranges in cost from \$1,500 to \$30,000 per advertisement for a four-week period, as of the date of publication. Digital bulletin boards start at \$3,500 and up to \$25,000 for the same period for an eight second ad that runs in a 64-second loop. The real savings in using a digital billboard as opposed to a static billboard is in the lack of printing and installation costs in running your ad on the LED version. All you need to do to get your ad running is send the final version via email to the appropriate network, and your ad is ready for display.



4 Bluetooth

The [Mobile Marketing Association](#) (MMA) has over one thousand case studies of successful mobile marketing campaigns. Use the powerful filters to zero in on an already successful campaign of whatever type you need.

CASE STUDY

Chicago Shakespeare Theater brings fine art to life and earns over 8 million media impressions. Find out more.

Mobile:

The Closest You Can Get To Your Consumers

With 1422 mobile marketing campaign case studies to review, this is the #1 resource for marketers seeking to activate the innovation of marketing through mobile.

e.g. "Consumer Services", "Coca-Cola", "Mobile Couponing"

View Select Case Studies from Around the Globe

Become a Member Today

More Case Studies

FILTER BY BRAND

-- SELECT ONE --

FILTER BY REGION

-- SELECT ONE --

FILTER BY AWARD

-- SELECT ONE --

FILTER BY MOBILE VEHICLE

-- SELECT ONE --

FILTER BY INDUSTRY

-- SELECT ONE --

FILTER BY OBJECTIVE

-- SELECT ONE --

Bitl's Hunter: Bitl's Hunter Street: The First #ProudlyMadeInVietnam

Blueair: Blueair Pollution Alert System

Google India: Be Unstoppable #WithALittleHelp from Google

World Travel and Tourism Council: Bringing the World #TogetherInTravel

Cadillac: Cadillac Live

Chupa Chups: Chupa Chups — The Fun Stimulator Always-on-content Campaign

Vsmart: An Appreciation Like No Other from Vsmart

Perfetti Van Melle India (Center Fresh): Center Fresh: Stay Fresh Behind the Mask

Berocca: Berocca — Get Supercharged at 2pm

The offer that will make you feel lucky. Akbank: Axxess — OK, Google. I'm Feeling Lucky

MAN OF THE YEAR: Clear Men: Clear Men Swipes All: Hijacking League of Legends

Lay's: Lay's 4 Seasons Digital OOH



5 Brochures

PRINTPAPA has a wide variety of custom [brochure printing services](#) as well as an awesome calculator tool that helps you design and determine costs.

408-567-9553 | ● Offline
8:30a.m to 5:30p.m (PT)

Search **Go** Sign In **Your Account** **0 Cart**

Send Files • **Deals** • Custom Job ▾ Help ▾ ★★★★★ 1848

ALL PRODUCTS ▾
ADVERTISING FLAGS ▾
BANNER STANDS ▾
BUTTON PINS ▾
ENVELOPES ▾
WALL ARTS ▾

Products > **Brochures**

Folded Brochure - 5×5 (PID: 17455)

[Be the First one to Review](#)

DETAILS
TEMPLATE (1)
FAQ
RELATED (5)

Brochures are great ways to market your services or products. It is usually the first thing which your customers will be looking for and it provides a level of professionalism when you approach your client with a nice business card and a full color brochure. These are very economical to produce, all you need is to get your content together, have a nice design and you are ready to start marketing.

SIZE

Flat Size (i.e. paper not folded): 14.875×5 inch (width x height) tri-folded to 5×5 inch

Artwork Size (with bleeds): 15.125×5.25 inch (width x height).

Instant Calculator

[Share](#)

SELECT PRODUCT

Folded Brochure - 5×5 ▾

1. FOLDING OPTIONS ?

Tri-fold

Tri-Fold

2. PRINTED SIDES/COLOR ?

Both Sides (4/4)

3. PAPER ?

Text Stock: 80lb Gloss ▾

4. UV (HIGH GLOSS) COATING ?

No UV Coating ▾

5. CREASING ?

No Creasing ▾

6. SHRINKWRAPPING ?

No, Shrinkwrap ▾

7. ARTWORK ?

Upload Print Ready PDF (after order placed) ▾



6 Business Cards

PRINTPAPA also [offers affordable business cards](#) that you can purchase for your business.

[ALL PRODUCTS](#)
[ADVERTISING FLAGS](#)
[BANNER STANDS](#)
[BUTTON PINS](#)
[ENVELOPES](#)
[WALL ARTS](#)

BUSINESS CARD

- ✓ Multiple sizes and shapes
- ✓ Low prices & great quality
- ✓ Multiple paper options
- ✓ Quick turnaround

Business Cards

Leave a lasting impression on everybody with high-quality, full-color, customized business cards in multiple paper options, various shapes and sizes at low prices from PrintPapa, one of the best custom business card online printing services in California.

Products > [Business Cards](#)

Standard Business Cards

Choose from Standard (3.5×2 inch) [most popular], Slick (3.5×1.5), Tiny (3.5×1 inch) or European Sized Business Card. We offer lots of Paper and Turnaround options.

Square Business Cards

Rectangle is boring, so check out our square sizes (2×2, 2.5×2.5, 3.x3 inch). Choose from 14 point, 16 point, Pearl, Linen Card Stock. Rush service also available.

Luxury Business Cards

Want to grab attention, then you cannot get wrong with these cards. Triple Thick with colored inserts as thick as a credit card. Our Luxury Card lines comes with a FREE WOW factor.

Fold Over Business Cards

Get more real estate with the same size of a business card. Comes in 2 different folding option. One which flips open up and the other one flips open on the side.

Shaped Business Cards

Get creative with your business card. We offer lots of different shapes (flower, triangle, ink drop, cloud, oval, oblong and more). Design it Online in few minutes.

Opaque Plastic Business Cards

Full Color printing on plastic. Various Business Card Sizes available. Very Durable. Design Online

Clear Plastic Business Cards



7 Classified Ads

Purchasing advertising in a newspaper without negotiating placement lets the layout artist or the advertising sales manager put your ad where he feels it belongs. Because those people don't always have your best interests in mind or understand what you're trying to accomplish, you should set a few rules for where your ad will run as part of your contract.

Know the Costs

Even if your ad sales rep wants to do a good job for you and gives you what she feels is a prime spot, she might put your ad somewhere that doesn't further your goals. Before you ask for your ad to appear in a specific area of a newspaper, review your contract to determine if there is an extra charge for preferred space. Some contracts give the paper control over where your ad will run, charging you an extra fee for guaranteed placement. An advertising sales rep might include preferred or guaranteed placement in your contract at no extra charge to get your business.

Choose a Right-Hand Page

The eye naturally travels from left to right when viewing a page with text, starting at the top left of the page and moving downward to the right. For this reason, many savvy advertisers ask for what is called right-reading page placement, with the ad placed on the bottom, right-hand side of the right page. Include this placement in your contract and ask if there is a charge for this.

Choose Your Section

Newspapers are often published in sections, such as sports, business, cooking and real estate. While you might think the paper will naturally place you in the section most closely associated with your business, that's not always the case, so request placement in the section where you want the ad to run. Consider the maker of women's fitness apparel who wants its ad placed in the parenting section to be seen by young mothers rather than amid other apparel ads in the paper's health and fitness section. The newspaper would not know this advertiser's strategy if it wasn't told.

Review Editorial Content

In certain instances, you might want your ad placed in a section other than the one normally associated with your product or service because of the editorial content in that section. This often occurs because a particular article in another section appeals to your target audience. For example, a local financial planning firm might want its ad to run near an article on senior health in the lifestyle section, rather than in the business section, because the firm wants to increase its retirement planning business.

Consider the Fold

Advertising is placed above or below the fold, or on the top or bottom half of the page when the paper is folded. This is similar to a website page, with ads running at the top of the page commanding a higher premium because they are seen immediately and not missed if readers don't scroll down the page. Discuss with your sales reps whether or not being above or below the fold is better for a certain page or section.

Analyze Days



Some newspapers run sections once a week or cater to a particular audience on a specific day. Some papers let subscribers purchase two- or three-day subscriptions, for example. And many foodies pore over Wednesday's paper when supermarkets traditionally use inserts, offer specials or include coupons. Ask your sales rep to tell you what day of the week is best to reach your target audience.

Here is a list of [Newspapers in the United States](#), [Magazines in the United States](#), and [International Newspapers](#)



8 Direct Response TV

Paid Programming is a video presentation that usually lasts 30 minutes, and includes educational snippets, detailed explanation of features and benefits, demonstrations, expert opinions, case studies and customer testimonials. Check out these examples of successful paid programming:

1. [Humana](#)
2. [Omega XL](#)
3. [Bravo XL Air Fryer Smart Oven](#)
4. [PiYo](#)
5. [Body Beast](#)
6. [Power Pressure Cooker](#)
7. [Copper Chef Grill and Griddle](#)
8. [Focus T25](#)
9. [Insanity Max 30](#)
10. [Octaspring](#)
11. [Core Body Reformer](#)
12. [Swirlio](#)
13. [The Original Jack LaLanne Power Juicer](#)
14. [Shark/Ninja](#)



9 Door Hangers

PRINTPAPA has a wide variety of custom [door hangers](#).

408-567-9553 | Offline
8:30a.m to 5:30p.m (PT)

Search Go Sign In Your Account Cart

Send Files • Deals • Custom Job • Help • ★★★★★ 1867

[ALL PRODUCTS](#)
[ADVERTISING FLAGS](#)
[BANNER STANDS](#)
[BUTTON PINS](#)
[ENVELOPES](#)
[WALL ARTS](#)

DOOR HANGERS

One of the most cost effective ways to showcase your business

Full color printing
 Multiple sizes available
 Printed on Paper or Plastic

Door Hangers

Door Hangers are cost effective way of advertising your business. These are printed in full color on premium paper or plastic with a custom die cut for easy hanging.

[Products > Door Hangers](#)

Paper Door Hangers

Multiple sizes printed on nice card stock papers.

Plastic Door Hangers

Multiple sizes door hangers printed on 12 mil Matte tear-proof plastic.

GET A SAMPLE KIT

Order Now

100% SATISFACTION GUARANTEED

BBB ACCREDITED BUSINESS

BBB Rating: A+

We have 92 reviews







10 Email Marketing

Expected Monthly Budget: \$15 – \$29

Email marketing helps with, retention, repeat customers and loyalty. You get lots of sales through your email list. One big mistake beginning businesses do is to market their products in their emails. Your customers will get tired of that! What the experts do instead is talk about what their customers like. For example, if you have a fitness business, your email could be titled: “6 Common Exercise Mistakes and How to Fix Them”. Put the abbreviated article in the email, then link to your website. In the article you can then link to some of the products. Your subscribers will appreciate this more and won’t always think that you’re trying to sell them something.



Company	Monthly Budget	Age	API				CRM		
 GetResponse World's Easiest Email Marketing.	\$15	15	✓	✓	✓	✓	✓	✓	✓
 AWeber COMMUNICATIONS	\$19	20	✓	✓	✓	✓	✓	✓	✓
 ConvertKit	\$29	6	✓	✓	✓	✗	✗	✓	✓
 StreamSend Email Marketing + Social Delivery	\$20	20	✓	✓	✓	✓	✓	✓	✓

[GetResponse](#)

With [GetResponse](#), you can turn your blog, site or e-store visitors and customers into highly engaged subscribers. Create a perfect web form for your brand with your GetResponse form builder and add it to your site in a few simple steps. The integration works smoothly with New GetResponse Forms that are tailored to your unique needs.



You can use List Builder Wizard to create designer-quality customized forms:

- Formats for sign-up, orders, downloads, and other custom form types
- 500+ templates, each with a thank-you page
- A/B tests to increase your website conversion rate
- Color Magic to match your forms to your website color scheme

[Learn more about GetResponse here.](#)

AWeber

[AWeber](#) makes it easy for you to create beautiful emails, awesome sign up forms, and manage subscribers, all while saving you time. You can create profitable customer relationships for your business. AWeber's email marketing tools make it easy for you to build your email list and stay in touch with existing customers and future prospects.

Easy, automated API integrations with Facebook, WordPress, Twitter, PayPal, Salesforce, Premise, Gravity Forms, Etsy, Shopify, Google Checkout, Unbounce, LinkedIn Connected, Wishlist Member, Clickbank, Zapier, Zendesk, Jotform, Eventbrite, and dozens of other shopping carts and other providers save you time and streamline your business. Over 120,000 businesses trust AWeber to deliver the best results for any size email marketing campaign. [Learn more about AWeber here.](#)

ConvertKit

[ConvertKit](#) makes it easy to capture more leads and sell more products by easily embedding email capture forms anywhere. It is also a plugin that makes it a little bit easier for those of us using WordPress blogs, by automatically appending a lead capture form to any post or page.

If you choose a default form on the settings page, that form will be embedded at the bottom of every post or page (in single view only) across your site. If you wish to turn off form embedding or select a different form for an individual post or page, you can do so within the ConvertKit meta box on the editing form.

Finally, you can insert the default form into the middle of post or page content by using the [convertkit] shortcode. [Learn more about ConvertKit here.](#)

StreamSend

[StreamSend](#) is a user-friendly, inexpensive and solid email marketing solution, developed to help businesses make the most of their email marketing campaigns. Focused on developing polished technological solutions to cater to the communications needs of users, StreamSend operates on the motto of: Easy, Efficient and Professional. With StreamSend it is easy to create a professional looking email template, and send it off to your subscriber list in no time. In addition, StreamSend assigns dedicated IP addresses to its users, as part of the standard offering.

Perks:



Free stock photos
Easy template customization
Fully featured pricing packages
[Learn more about StreamSend here.](#)

11 Flyers

PRINTPAPA has a wide variety of custom [flyers](#).

408-567-9553 | ● Offline
8:30a.m to 5:30p.m (PT)

Search **Go** Sign In
 Your Account **0** Cart ▾

Send Files • **Deals** • Custom Job ▾ • Help ▾ ★★★★★ 1867

ALL PRODUCTS ▾
ADVERTISING FLAGS ▾
BANNER STANDS ▾
BUTTON PINS ▾
ENVELOPES ▾
WALL ARTS ▾

FLYER PRINTING

- ✓ Rectangle or Die-Cut Shapes in many sizes
- ✓ Printed Full Color
- ✓ Lots of Paper Choices – Glossy, Matt, Uncoated
- ✓ Fast Turnaround
- ✓ Low Prices

Flyers

PrintPapa brings you the best flyer printing services. We offer you full-color, custom flyer printing online with rectangle or die-cut shapes and lots of options in sizes at low prices and a fast turnaround.

Products > Flyers

Rectangle Flyers

We offer lots of choices when it comes to Flyer Printing - sizes, paper, coating, turnaround and more. Low Minimums and Fast Turnaround on most of the sizes with FREE Upgrade to 2 Day option.

Folded Flyers

PrintPapa offers quality custom folded flyers printing services in California. Lots of options to choose from like size, folding, paper & turnarounds. Backed by 100% Satisfaction Guarantee.

Shaped Flyers

Custom printed die Cut Flyers in full color. Lots of standard shapes available. Very low minimums and fast turnarounds





12 Hotspots & Wi-Fi

What is Wi-Fi Marketing and How to Use it to Scale Your Retail Business

It's no secret that most customers use their phones while they shop. It's estimated that 82% of consumers [use their phones](#) while browsing aisles, so why not use this to your advantage?

Offering free Wi-Fi in your retail store is not only a great, in-demand perk for your customers, it has serious benefits for your business, too. For example, 50% of customers feel [more comfortable making a larger purchase](#) if store Wi-Fi is available. In this article, we'll go over:

- [What is Wi-Fi marketing and how does it work?](#)
- [The benefits of Wi-Fi marketing](#)
- [How to get started with Wi-Fi marketing to scale your retail business](#)

What is Wi-Fi marketing and how does it work?

Wi-Fi marketing is when a retailer provides free Wi-Fi in store in exchange for customer contact information. Retailers then use this contact information to send out marketing campaigns, like [email newsletters](#) and SMS (text) messages, to these customers.

With Wi-Fi marketing, your customers will encounter a signup form or page before they can start browsing the web on your store's wireless network. Once they provide the contact information you're requesting and agree to any other terms and conditions, they'll be able to use your store's Wi-Fi.

Immediately after a customer connects successfully, you can control which webpage loads first on their device. For example, you can choose to send anyone who connects to your free Wi-Fi directly to your website. It's also common practice to direct people to a special webpage that displays links to your website, your social channels or even an exclusive coupon.

The benefits of Wi-Fi marketing

Wi-Fi marketing benefits both retailers and customers in the following ways.

For your customers:

- **It provides value.** Have you ever been in a store with terrible cell phone reception? Free Wi-Fi in store can help your customers stay connected when they may not be able to otherwise. It also lets them save on data usage.
- **They can stay connected with you.** With Wi-Fi marketing, their experience with you doesn't end when they leave your store. By capturing their contact information, you can reach out to them with personalized offers, incentives and even event invitations to nurture your relationship.

For retail businesses:

- **Your customers stay longer and spend more.** One of the biggest benefits of offering free Wi-Fi is that customers tend to stick around. In a 2015 survey, over 60 percent of businesses said that customers [spend more time in store](#) when free Wi-Fi is offered. They also reported that 50% of customers spend more money as well. You can even impose time limits so that customers must add additional information or follow you on social media to continue using your free Wi-Fi.
- **It gives you a wealth of customer data.** At a basic level, Wi-Fi marketing gives you customer emails and phone numbers. However, it can also show you so much more. You can check when each



customer visited your store, how often they visit and see if they've visited more than one location.

More advanced software may also allow you to track their foot traffic as well as send push notifications with exclusive offers based on where they're standing in your store.

- **You can build deeper relationships with customers.** Wi-Fi marketing gives you the opportunity to reconnect with customers well after they've left your store. The data you've collected also allows you to send more impactful marketing campaigns, which is great for your bottom line.

How to get started with Wi-Fi marketing to scale your retail business

1. **Set up your Wi-Fi network.** You'll need to make sure you have an internet plan, working router and modem. Make sure the Wi-Fi network you'll be using for Wi-Fi marketing is public instead of private.
2. **Get Wi-Fi marketing software.** Wi-Fi marketing software is what lets you capture customer contact information when they sign in to use your network. You'll need to enable software and test if it works properly before moving on to the next steps listed here.
3. **Promote your free Wi-Fi.** Once you've set up your network and sign-up page, spread the word to your customers. Put up clear signs in highly-trafficked areas of your store with your Wi-Fi network's name and post about it on your social media channels.
4. **Use loyalty tools to build relevant marketing campaigns.** After you've collected some customer information, use [loyalty software](#) to scale your business by creating targeted email marketing campaigns or SMS text blasts. You can even create a separate segment in your email marketing platform for your Wi-Fi marketing customers, since you know they've already visited your store at some point. Sending marketing campaigns will help you cultivate a more invested and engaged audience and grow your business.

Build a loyal customer base with stronger tools

Your customers have more options than ever when they shop. Keep them coming back to your store by sending special offers through email blasts and SMS messaging.

Looking for better loyalty tools to grow your business? [Talk to one of our experts](#) to see how Lightspeed can help turn shoppers into regulars.



13 Influencer Posts

[Werner Geyser](#), [Influencer Marketing Hub](#) – Influencer Marketing is a hybrid of old and new marketing tools. It takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign. The main differentiator in the case of influencer marketing is that the results of the campaign are collaborations between brands and influencers.

But influencer marketing doesn't just involve celebrities. Instead, it revolves around influencers, many of whom would never consider themselves famous in an offline setting.

In our article, [What is an Influencer](#) we defined an influencer as being someone who has:

- the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience
- a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.

One of the biggest mistakes that traditional media makes is a failure to see the difference between celebrities and online influencers.

It is also important to realize that most influencers have systematically built a keen and enthusiastic audience. It is not accidental that these people follow influencers rather than a brand. The audience doesn't really care less about your brand. They only care about the opinions of the influencers. Don't try to foist rules and business practices onto your influencers. The audience is theirs, and they can simply walk away, taking their followers with them.

What is Influencer Marketing?

Influencer marketing involves a brand collaborating with an online influencer to market one of its products or services. Some influencer marketing collaborations are less tangible than that – brands simply work with influencers to improve brand recognition.

An early example of influencer marketing involved YouTube celebrity PewDiePie. He teamed up with the makers of a horror film set in the French catacombs under Paris, [creating a series of videos](#) in which he underwent challenges in the catacombs. It was pitch-perfect content for PewDiePie's 27 million subscribers and received nearly double the views as the movie's trailer. Everybody won.

That's a simple example. It's easy to imagine a celebrity teaming with a company to pitch a product—even if the pitch is a series of 10-minute videos instead of a 30-second television ad.

But people wouldn't be talking about influencer marketing—you wouldn't be at a website called the Influencer Marketing Hub reading about it, either—if it didn't have a much broader set of applications. And the key is in that word, *influencer*.

Influencers, unlike celebrities, can be anywhere. They can be anyone. What makes them influential is their large followings on the web and social media. An influencer can be a popular fashion photographer on Instagram, or a well-read cybersecurity blogger who tweets, or a respected marketing executive on LinkedIn. Within any industry, there are influential people—you just have to find them. Some will have hundreds of thousands (if not millions) of followers. But many will seem more like ordinary people. They may only have 10,000 followers, less in some cases. Yet, they will have developed a reputation for being the experts in their field. They are the go-to people who provide the answers to people's questions. Depending on their sphere of



expertise, they are the people who make the most engaging social posts on their specialist topics. They share the best pictures, make the most entertaining videos, and run the most informative online discussions.

Influencer Marketing Statistics³

- Influencer marketing has grown to **\$13.8 billion in 2021**.
- Businesses are making **\$5.78 ROI** for every \$1 spent on influencer marketing.
- There has been a **465% increase in searches** for the phrase "influencer marketing" on Google alone since 2016.
- 90% of survey respondents believe influencer marketing to be an effective form of marketing.
- 67% of brands use Instagram for influencer marketing.
- **1360 Influencer marketing focused platforms and agencies** entered the market in the last 5 years alone.

[See all stats in our latest Benchmark Report](#)

What works in Influencer Marketing

Carefully consider your approach to influencer marketing

- Be organized, put together a strategy, plan, and budget, spend time on research
- Decide on your approach to finding influencers – find them organically, subscribe to a platform, or work through an agency
- Be patient and be human – people talking to people, not companies talking to companies

Develop a schedule

- Does the influencer prefer monthly/quarterly/biannual calls or newsletters?
 - Integrate with your PR schedule, product release schedule, etc.
 - Send emails on behalf of key executives. Plan travel schedules for executives and arrange face-to-face meetings
-

What Influencer Marketing is Not

Influencer marketing isn't just about finding someone with an audience and offering them money or exposure so they can say good things about you. That's what viral celebrities are for. Influencers are people who've spent time building their own brand and cultivating their audience; they will be naturally protective of their reputation and the people who trust them. They're people who have the patience and focus to succeed in social media, one organic follower at a time—people like this aren't interested in doing influencer marketing solely for the money.

Influencer Marketing is also not about quick results. It's the same kind of slow-and-steady approach as Social Media and Content Marketing, where your campaign isn't about directly selling your wares. Instead, it's about demonstrating your authority, credibility, and [thought leadership](#) within your industry. It's about becoming synonymous with whatever it is that you offer, like when people say they're going to Xerox a document instead of photocopying it, or to Hoover the floor, rather than vacuuming it.

With Social Media Marketing, it's a slow game of acquiring the kind of followers who are going to be loyal and engaged. So it's tempting to think that joining forces with an influencer is going to be an easy way into the



hearts and minds of his or her followers—it's not that simple, though. Because to ally yourself with influencers, you've got to earn their trust and respect. But how?

What doesn't work in Influencer Marketing

Generalizing your approach to finding and making use of different influencers. One size doesn't fit all influencers: tailor your approach to the specific influencer

Simply looking at the popularity of the influencer. Influence does not only mean popularity. Remember that your goal is to elicit a particular action from your customers. Don't automatically assume that the people with the most followers are the influencers of a niche.

One Simple Rule: Influencer Marketing is Marketing to Influencers

With traditional social media marketing, a brand can set up its identity on whatever platform it chooses, and as time passes and its follower bases grow, it can see who its brand champions are. These are the customers who like and share content or mention the brand itself in a post. Followers like these can be further nurtured through personal attention and as part of a highly segmented group of all the brand champions. Efforts to market to this group focus on ways to keep them spreading the word.

One problem with this approach is that some of a brand's followers just don't have enough followers themselves to make much impact. In fact, most ordinary people on social networks don't. Most people have a small network of maybe a few hundred friends and associates representing all kinds of tastes and preferences. Meanwhile, brands struggle to curate and create content that they hope will resonate with their followers in some meaningful way while staying engaged with day-to-day interactions.

This scattershot approach to social marketing yields predictably erratic results. Instead of blindly trying to grab likes and followers or throwing various bits of content out to see what sticks, influencer marketing tells us that our time is better spent marketing directly to influential people whose likes and dislikes we already know — they align well with our own. This means engaging with these people across social accounts—not just following and liking but commenting and demonstrating knowledge and a personality. It can also mean curating or creating content that's hand-picked to get the attention of influencers. So, while it's the influencer's audience that's the ultimate prize, the target market for brands includes the influencers themselves.

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By laying this groundwork, you can achieve two things as a brand:

The first is that by merely interacting in positive and constructive ways on influencers' social pages, you gain early access to their followers. You're not promoting anything to them; you're showing your face as a member of their community, adding to your credibility down the line.



The second achievement is that, eventually, when you do propose some kind of influencer marketing collaboration, they'll already know you. Influencers aren't celebrities, per se, but their online life can look a lot like a famous person's real-world one: lots of interruptions from people they don't know, wanting a piece of their time, either to praise them or to pitch them. You need to be able to stand out from the noise of attention they get in the form of emails and tweets. This means that when you finally reach out to them, they'll already know what you're about, and they'll know whether you're a good fit for their audience.

The Remarkable Rise of Influencer Marketing

Each year we conduct an online survey to help us understand how companies see the state of influencer marketing. The results are definitely optimistic, indicating that influencer marketing is genuinely mainstream now, on an upwards trajectory as a preferred marketing method.

Here are the key results from our [Influencer Marketing Hub 2021 Study](#) and a few other relevant recent statistics.

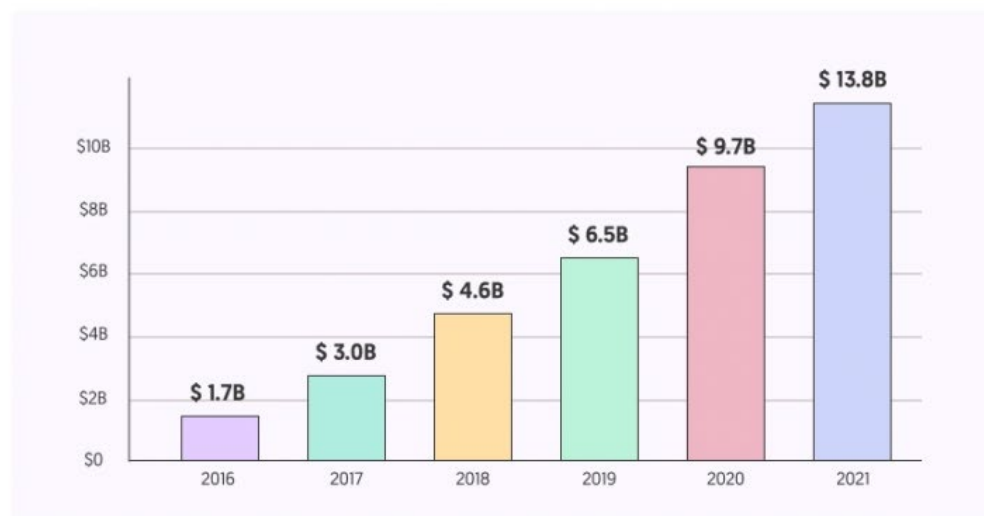
1. Sizable Increase in Searches for "Influencer Marketing"

There has been a 465% increase in searches for the phrase "influencer marketing" on Google alone since 2016. Clearly, it is now a hot topic, leading to more people wanting to educate themselves about influencer marketing and find influencer marketing platforms and agencies. The period leading up to 2019 was particularly frantic, with a 1500% increase in searches for "influencer marketing" between 2016 and 2019. Searches have slowed slightly since then, however, with influencer marketing now mainstream to many.

2. Influencer Marketing Grows to \$13.8 Billion in 2021

Coronavirus accelerated the growth of influencer marketing in 2020, and this is estimated to continue in 2021. From a mere \$1.7 billion in 2016, influencer marketing is estimated to have grown to a market size of \$9.7 billion in 2020 and is expected to jump further to \$13.8 billion in 2021.

Estimated Influencer Marketing Growth (YOY)





3. Influencer Marketing Focused Platforms and Agencies have more than Doubled in Two Years

Influencer marketing has become sufficiently mainstream that companies are continually setting up platforms to help the influencer search and selection process, as well as making the system more transparent and easier for both brands and influencers. Quite a few agencies have now opened that specialize in providing influencer marketing services. Not wishing to lose clients, quite a few traditional agencies have added influencer marketing to the services they offer. There have been 240 new influencer marketing-focused platforms and agencies entering the market over the last 12 months, on top of 380 doing so in the previous year.

4. High Average Earned Media Value per \$1 Spent on Influencer Marketing

While we didn't have updated figures on earned media value (EMV) in our 2021 Influencer Marketing Benchmark Report, we did have new figures in 2020. Businesses earn an average of \$5.78 promotional publicity for each \$1 they spend on influencer marketing. Some companies gain up to \$18 EMV for every influencer dollar spent, although 25% either lose money or just break even.

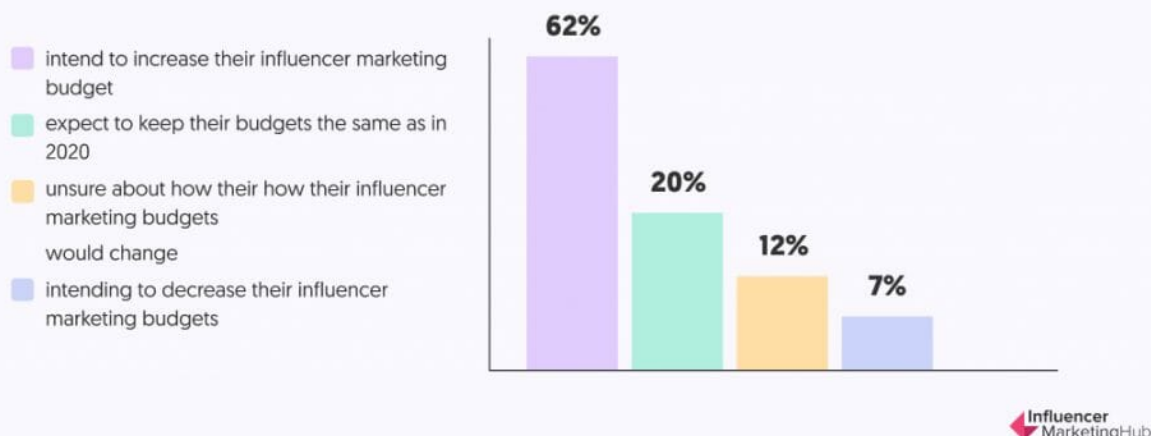
5. Many Firms Now Budget for both Influencer Marketing and Content Marketing

Content marketing is now so firmly established that 59% of marketers have stand-alone budgets for it. This figure is in some ways lower than expected, as HubSpot reports that 70% of their respondents use content marketing. Some firms who use content market clearly fund it from a centralized marketing budget. Influencer marketing is sufficiently mainstream that 75% of our survey respondents indicated that they would be dedicating a budget to influencer marketing in 2021. This rate is up substantially from the 37% who claimed they would allocate a budget to it in 2017.

6. The Majority of Firms Intend to Increase their Influencer Marketing Budget

Companies clearly see influencer marketing as a direction where they intend to head, with 62% of those respondents already budgeting for influencer marketing planning to increase their influencer marketing budget in 2021. Only 7% of firms declared they would decrease their influencer marketing budgets or move away from it.

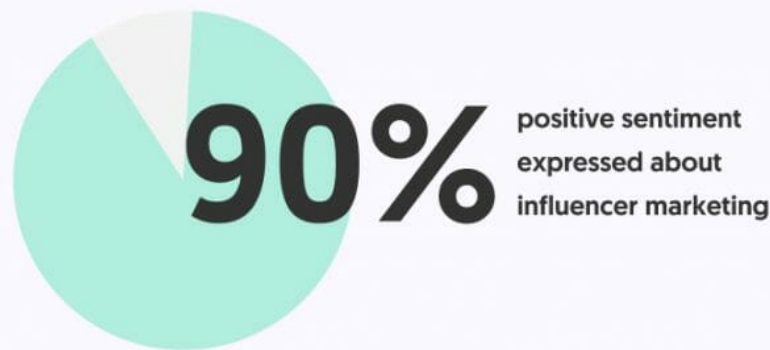
Substantial Growth in Influencer Campaigns in Q4 2020





7. Most Marketers Judge Influencer Marketing to be Effective

The Vast Majority of Respondents Believe Influencer Marketing to be Effective



Influencer MarketingHub

Marketers and brands clearly believe in the effectiveness of influencer marketing, and this has led to an explosion of new content created over the last year. 90% of our survey respondents believe influencer marketing to be an effective form of marketing. This statistic has stayed relatively static since 2017, and the signs are clear that this positivity towards influencer marketing will continue into the future.

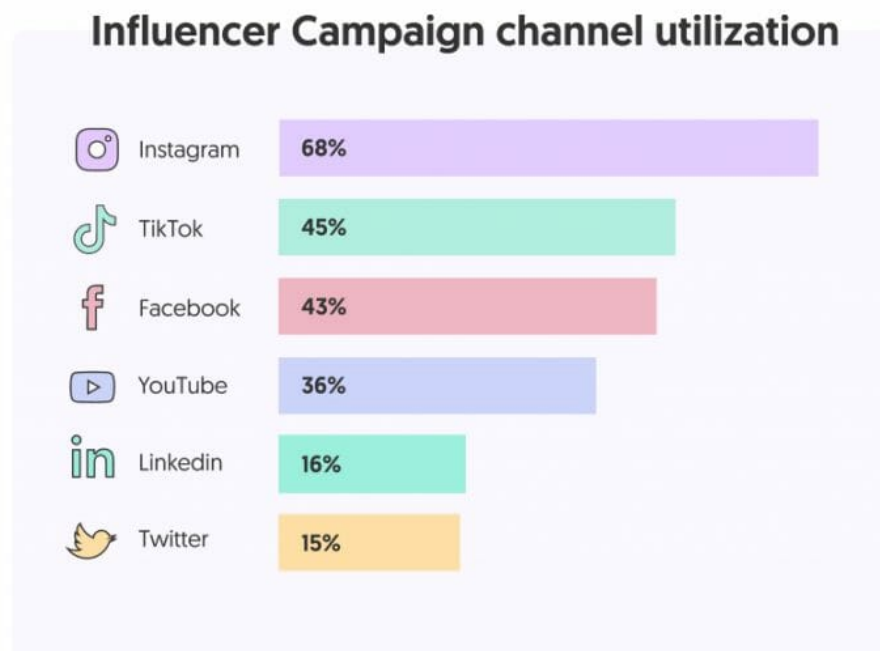
Instagram Insights

1. Huge Numbers of Photos, Videos, and Likes on Instagram Every Day

Instagram has seen an explosion of use over the last few years. The idea that its users post 95 million photos and videos and like 4.2 billion posts every day is mind-boggling. Photo posts now make up 64.4% of all Instagram main feed posts, followed by carousel posts (18.8%) and video posts (16.8%).

2. Instagram has Seen Huge Growth in Support Over the Last Four Years

Instagram has certainly not suffered from being bought by Facebook. There has been a massive increase in Instagram users during the Facebook era, with over 1.074 billion active users currently. Stories are also highly popular, with 500 million people using Instagram Stories every day.



3. Influencer #Followers Vary Greatly by Niche on Instagram

There is a surprising variation in the number of followers that Instagram influencers have. A few niches, such as modeling and beauty, have some extremely popular influencers with up to 20 million followers each. Other niches, such as lifestyle and music, have fewer "superstars," leading to lower average influencer followings.

4. Instagram Influencer Marketing Spending Growing at a Rapid Rate

The overall increase in influencer marketing, and the growing importance of Instagram as a highly visible social media channel, has led to a significant increase in brands spending money on influencers operating there. 55% of marketers intended to use Instagram for influencer marketing in 2021, second only to YouTube. In comparison, 43% signposted using online ads, 35% TikTok, 29% tv ads, 20% OOH ads, and 20% Twitch. Marketers expect this trend to continue into 2022.

5. Number Of Brand-Sponsored Influencer Posts Growing Almost Exponentially

With increased brand awareness of influencer marketing and tighter regulations regarding advertising transparency, we have seen phenomenal growth in sponsored influencer posts. These posts trebled between 2015 and 2017 to 2.68 million posts. These were further expected to rise substantially to 6.12 million sponsored posts in 2020. With the increase in influencer marketing since the advent of COVID-19, this figure is undoubtedly higher now.

6. Instagram Engagement Rates Much Higher than those on Twitter, But Lower than those on TikTok

Possibly because an Instagram post sticks around for a while, yet a tweet can quickly vanish into a user's feed, Instagram posts tend to give higher engagement rates than tweets. With both social media channels, influencers with fewer followers find it easier to build up a high engagement rate than those with more followers. Influencers with fewer than 1,000 followers average 7.2% engagement on Instagram, 1.4% on Twitter, and 9.38% on TikTok. For mega- influencers with over 100,000 followers, average engagement rates are 1.1% on Instagram, 0.3% on Twitter, and 5.3% on TikTok.



An Influencer Marketing Campaign: Case Study

The PewDiePie example referred to earlier might have given you an idea of what an influencer marketing campaign can look like. Still, it's probably tough to see how that kind of strategy can work its way into some of the less sexy areas of the business world. With that criterion in mind, let's look at an [example](#) — a campaign to drive attendance and awareness of the Content Marketing World conference. A more traditional approach might have focused solely on SEO and Google Ads, as well as some promoted content on Twitter and LinkedIn. Perhaps a blog piece would have been written, something shareable that's insightful and gets the word out.

Instead, the [Content Marketing Institute](#) (CMI) worked with [Top Rank Marketing](#) to develop an influencer marketing campaign to spread its message. To be fair, the Content Marketing Institute already has quite an extensive network of influencers they work with; identifying potential collaborators was as easy as looking at who'd be speaking at the conference they were promoting. This is precisely what they did, asking speakers to contribute some thoughts or advice around Content Marketing. The feedback was compiled, along with other educational materials, into four separate eBooks, each with its own unique topic relevant to the programming at CMI's conference. They made each eBook available to view at SlideShare, or as a downloadable PDF, with links pushed out across social media by CMI, Top Rank, and the influencers themselves. The whole initiative was underwritten by Curata, a software developer specializing in Content Curation and Management Platforms. That's a lot of players around one campaign, but look how everyone gets something out of it:

- The target audience, those being recruited for attendance at the conference, got free, entertaining, and valuable information of personal relevance to them. Over 230,000 people viewed the eBooks on SlideShare, while another 4,000 downloaded the PDFs.
- The influencers who participated used the platform to drive attendance to their sessions at the conference. Sharing out the eBooks gave them more opportunities to make people aware they were speaking, all of which added to their personae as credible and respected people in their field.
- CMI got the attendance they were looking for and another notch in their belt by putting on (and pulling off) another large conference with them at the center of it all.
- Curata, who paid for this all to happen, got over 1,000 new leads to whom they could market.

This win/win/win/win situation is part of what makes IM such a compelling strategy

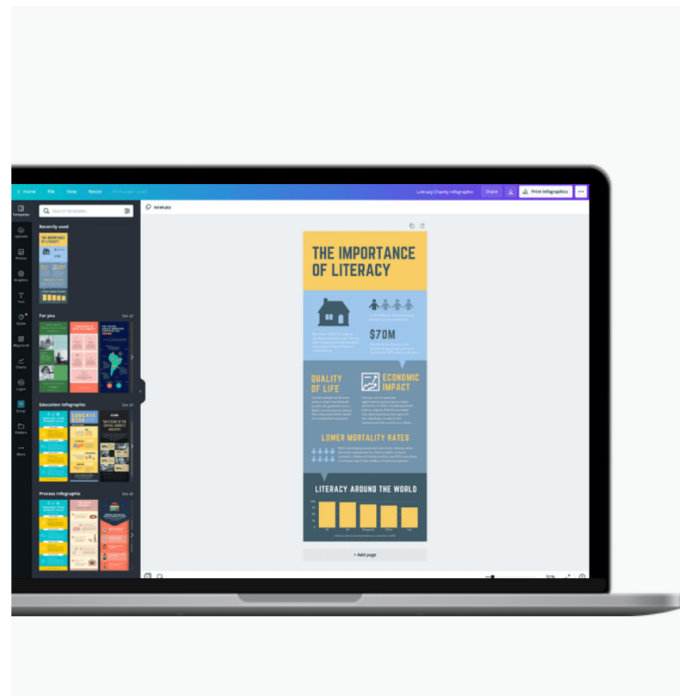
There are no advertising tricks used in these campaigns, no disingenuous celebrities smiling over a product you know they've never used. Think about it this way: the CMI conference campaign was a straight-up content marketing play, commissioned by the people who wrote the book on content marketing and aimed at other campaign marketers. These are all people who know the "tricks of the trade," but the campaign worked. And that's because, in this case, the trick is that there is no trick.

- The best social marketing works because it's nothing more than a natural social interaction.
- The best content marketing works because the information is genuinely helpful.
- And the best influencer marketing works because it relies on both social and content marketing tools, where credibility and genuine authority are already established in the minds of the audience.



14 Infographics

[Canva's Free Infographic Maker](#) allows you to make an infographic in minutes. To be honest, even though the infographic maker is free, you're better off getting a paid plan (for 10 bucks) so you can access all the other features (Social Media, Video, Marketing, Office, Custom Prints, Cards & Invitations)



How to make an infographic

1 Open Canva

Open up Canva and search for "Infographics" to start your design.

2 Select a template

Explore Canva's wide range of infographic templates for your visualization needs. Use the search tool to narrow down your choices by theme, color, style and more.

3 Customize your infographic design

Begin with a template and branch out in any number of creative directions. Change the text, colors, fonts and backgrounds with just a few clicks.

4 Perfect your design with elements

Browse our immense library filled with millions of images, illustrations and graphics. Find thousands of arrow designs for your flowchart and arrange them any way you like on your design.

5 Save and share

Happy with the result? Download and save your infographics as a PNG, JPG or GIF file. Share it on your social media, embed it into your website or print it for handy reference.



15 Magazine Display Ads

The best way to find magazine display ad sizes and pricing would be for you to go to Google and type in the name of your magazine, and the words “media kit” after it. (For example: Fast Company Media Kit)

Here are Fast Company’s ad sizes, as well as a [link to their media kit](#). But read on because there are several details you need to know regarding magazine advertising.

FASTCOMPANY

PRINT SPECS

PAGE DIMENSIONS	LIVE/NON-BLEED	TRIM	BLEED
Page	7 ½" x 10"	8" x 10 ½"	8 ¼" x 10 ¾"
Spread	15 ½" x 10"	16" x 10 ½"	16 ¼" x 10 ¾"
½ Horizontal Spread	15 ½" x 4 ½"	16" x 5"	16 ¼" x 5 ¼"
¾ Vertical page	4 ¾" x 10"	5" x 10 ½"	5 ⅛" x 10 ¾"
½ Horizontal page	7 ½" x 4 ½"	8" x 5"	8 ¼" x 5 ¼"
⅓ Square	4 ¾" x 4 ⅝"	5" x 4 ⅞"	5 ¼" x 5 ¼"
⅓ Vertical	2 ⅜" x 10"	2 ⅝" x 10 ½"	2 ⅞" x 10 ¾"

Rate Base. Guaranteed average net paid circulation of a periodical set by the publisher according to the number of copies he believes he can sell on a consistent basis. It is used by **advertisers** to evaluate the benefit of **advertising** in that periodical.

Also, what is a rate card in advertising?

A **rate card** is a document provided by a newspaper or other print publication featuring the organization's **rate** for **advertising**. It may also detail any deadlines, demographics, policies, additional fees, and artwork requirements.

Also, how are advertising rates calculated? **Advertisers** compare different **advertising** options, in part, based on each one's CPM, or cost to reach 1,000 customers. For example, if a magazine has a circulation of 15,000 readers and the cost to buy a full-page **ad** is \$1,000, the cost to reach 1,000 readers is \$67.00. If a half-page **ad** is \$600, the CPM is \$40.

In respect to this, what are ad rates?



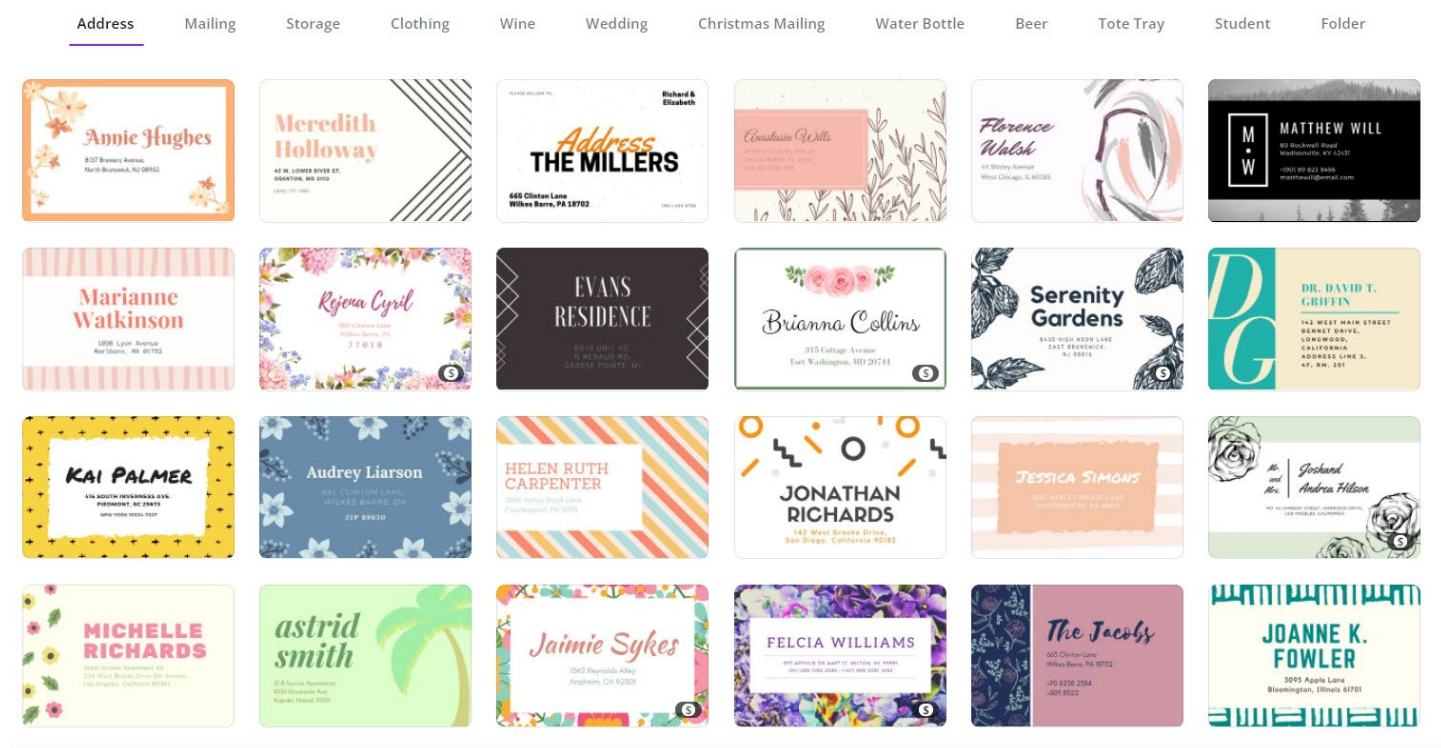
Ad rates report. The **Ad rates** report is only available for YouTube Partners who have access to revenue data in their account. The **Ad rates** report provides data on YouTube **ad** revenue, estimated monetized playbacks, cost per thousand (CPMs), and **ad** impressions for the **ads** that run on your content. What does a rate card look like?

A **rate card** is a basic document that shows how much it costs to advertise on your site. It's usually no longer than a single page (and often is simply a table with no more than a few rows and a few columns).















16 Name Tags & Labels

[Canva's Free Label Maker](#) allows you to make an name tags and labels in minutes. To be honest, even though the infographic maker is free, you're better off getting a paid plan (for 10 bucks) so you can access all the other features (Social Media, Video, Marketing, Office, Custom Prints, Cards & Invitations)



All the features you need

Canva's free drag-and-drop design tools make it easy to create any design, fast!

- | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>Thousands of free templates
Plenty of template design inspiration for any occasion, no need to start from scratch and 100% customizable.</p> |  <p>Millions of free images, icons, and graphics
Get access to our entire library of millions of photos, icons, graphics, media elements, and more.</p> |  <p>Recycled packaging
Eco-friendly packaging with no plastic or bubble wrap included.</p> |
|  <p>Font library
Upload your own or access 3,000+ free and premium fonts</p> |  <p>Access on any device
Jump from device to desktop—design how you work best!</p> |  <p>Curved text
Make eye-catching designs with curved typography.</p> |
|  <p>Easy sharing and exporting tools
Spread the word with easy sharing and exporting options.</p> |  <p>Real-time collaboration
Create, collaborate, and get everyone on the same page, at the same time.</p> |  <p>Brand kit (Pro)
Store your logo, brand colors, and fonts to stay effortlessly on-brand.</p> |
|  <p>One-click magic resize (Pro)
Design once, resize to anything.</p> |  <p>Color palette generator
Generate a color palette from any image that inspires you.</p> |  <p>One-click background remover (Pro)
Remove image backgrounds, perfect for product photos, headshots, or transparent PNGs.</p> |



17 Near Field Communication

[News Post Online](#) – Near field communication or NFC is a rising technology that is based on famous RFID technology. This technology was introduced in smartphones in 2002 and it has been evolving ever since. Today's fast-paced technology-ridden world is now using NFC technology for various business purposes. This technology benefits the business organization by helping them comply with their regulatory requirements like KYC and AML through smooth digital ID verification. Through this blog, let's dig into the significance of NFC technology and how it revamps the verification of digital ID.

What is NFC?

NFC is a wireless technology that has enabled individuals to perform contactless transactions. Since the modern world is moving towards contactless information sharing and touchless payments, NFC is the perfect technology that can be compatible. Through NFC technology a simple scan is performed through the simple tap from the NFC supported device to make the transactions.

The initial technology, RFID, on which NFC is based first came into existence during World War Two. After that, the tech warriors worked day and night to enhance the technology and back in 2002, NFC was developed. Now in 2021, smartphones integrating NFC technology have spiked and now almost all smartphone users are using the NFC technology. Research suggests that the NFC is still evolving and its applications are increasing. Other than the digital payments and transfer of data, NFC is gaining popularity in the identity verification sector and is helping many sectors to make their IDV procedures more seamless.

Let's look in detail how the process of NFC works

How Does the NFC Identity Verification Work?

So basically, NFC is a small chip that is placed on the new digital identity documents issued by the government. These identity documents include ID cards, debit card, passports, driver's license etc. The chip contains the information for security purpose as it is next to impossible to manipulate the data stored on the chip. The data on the chip is fetched through the NFC reader when required.

This concept of the NFC is somewhat similar to the concept of Wi-Fi as it also uses radio waves in order to transfer information. Instead of using the wires and cords, it works by bringing the electronic device closer to the chip.

What makes NFC more useful in the identity verification market is that it can scan the data on the chip embedded in the NFC-based ID documents or passport. Through this reader, the document tampering was detected. The customer just has to tap their ID card against their NFC-enabled device and the data on their ID card will be fetched for the further verification process.

What are the Common Use Cases of NFC?

Other than the identity verification sector, there are limitless use cases of NFC. Let us discuss a few in detail.

- Commuting

NFC is now involved in all types of public transportation. It allows payment cards just through the tap of the NFC-enabled device against the payment portals and the transaction information will be fetched through it.



Paying for a parking ticket has become easier with NFC technology as it can be done through a single tap of the phone.

- Advertisement

NFC technology is now embedded in billboards and posters. Through NFC tap, the person can access the coupons or tickets or even get information about the product advertised. NFC has opened new doors for the advertisement industry.

- Gaming

Now the gaming industry is streamlining its process through the use of NFC technology. The characters in the game can be waved over consoles through NFC and the players can check-in through it.

- Payment

Most people are familiar with the payment methods. NFC. Gone are the days of swiping a credit card or just paying through cash. The payment has become a task that is only a tap away. Every industry is using the NFC method to fetch the payment information.

- Social life

Through NFC technology, social life has become technology-ridden as well. Have to pay a friend? Do that with your NFC-enabled smartphones by just tapping. Even concert tickets can be bought through NFC while entering the premises just tap your device at the ticket counter and you are good to go. Information between can be shared by just bumping the NFC-enabled smartphones together.

[Jenny Stanley, The Drum Network](#) – If you're looking to connect with your audiences, support, educate and to learn more about them, then [connected packaging](#)/experiences are the best way to do that. Technologies such as [QR](#), NFC and Bluetooth allow brands to turn their products, packaging, the retail space into marketing channels. Each technology is optimized for different use cases and each has its strengths and weaknesses. In the following, each technology will be examined and compared with the other.

Connected Experiences/Packaging campaigns can be activated in a variety of ways. Probably the best known are via QR codes and NFC tags technologies, while Bluetooth tags supported Internet of Things (IoT) is in the coming. Even though they can perform similar tasks, it is important to know their differences. The following article should give you a good overview of the technologies, so that you can make an informed decision.

QR codes

QR stands for Quick Response, as the codes can be scanned at high speed from any angle with a phone. QR codes store small strings of information, in most cases a URL, and have become a common way to access web content. Due to the pandemic and the growing urge to access content such as restaurant menus as contactless as possible, the QR code has continued to grow in popularity.

When to use QR codes

Given that QR codes are printed, their best use is on signage, packaging, and labels. Product packaging can use a simple QR code to provide recommendations and product information or entire experiences, as



through [AR](#), to ensure customers understand the value of the product they are holding and become more deeply connected to the brand.

A great example of an IoT campaign using QR codes is that of KDD, a leading manufacturer of food and beverages. In order to interact with the school children after the lockdown, they worked with us at Appetite Creative to develop a campaign that included a series of games and AR technology. The QR codes were scanned 191,000 times in the short period of three months delivered an average of three min engagement time. Find out more about the campaign [here](#).

NFC Tags

NFC (Near Field Communication) tags are designed to transmit short pieces of information to an interacting phone. No special application is needed, nor is it necessary to open the phone's camera. When smartphones are in the range of the tags (up to 20cm), they automatically receive a notification that allows the user to perform the desired action. NFC tags are usually used in the shape of. The strength of NFCs lies in their simplicity. Nearly all devices with Apple iOS, Android, Microsoft, and Blackberry operating systems are now NFC-compatible.

When to use NFC tags

NFC technology is most effective when integrated into consumer products. This authentic connection can be used throughout the customer journey, from pre-purchase to post-purchase.

Post-purchase, brands can offer value-added content to their customers to get the most out of their purchases. Finally, brands can use this new stream of customer information to inform future product decisions. A great example of NFC campaigns are those where NFC tags are sewn into consumer goods like clothes. Consumers can use the tags to confirm that the product is original and not fake, as well as to get outfit guides and directly order more products.

Bluetooth tags

Bluetooth became standard for the transmission of data between fixed and mobile electronic devices over short distances. It is compatible with almost any device and has ranges from 10 to 100 meters. Tags that use Bluetooth technology can also be attached to any product have a wide range of functions.

When to use Bluetooth tags

Bluetooth tags provide an excellent asset for IoT networks, as they are particularly useful when the status of products (temperature, humidity, location) should be available at any time and manufacturers want to convert their supply chain completely to a demand chain.

Great examples of Bluetooth tag technologies are those that use the technology not only to optimize their demand chain, but also to interact directly with consumers through the Bluetooth tags and create a unique experience for them to increase the engagement with the brand.



18 Newspaper Display Ads

[David Klein, Macromark](#) – Newspaper advertising offers exposure and leads, and although it can be expensive to post ads in regional and national papers, you can get the most return on investment by making careful decisions about where you post your ad. Even better, if you want to share your product, new business, or service in local newspapers, you can precisely reach your target audience and save money. However you choose to advertise, there are certain tips for newspaper advertising you should know about. Choosing the right ad dimensions can help you find the balance between getting the most exposure for your ad without breaking your budget.

What Are Common Layouts?

Depending on the product or service you are advertising, and the effect you want to have on your readers, your layout choices will make all the difference. Here are some of the most common newspaper advertising layouts:

- Mondrian
- Picture-Window
- Copy-Heavy
- Frame
- Circus
- Multi-panel
- Silhouette
- Big-Type
- Rebus
- Alphabet-Inspired

What Are the Different Newspaper Advertisement Sizes?

Posting ads in newspapers is a great way to gain exposure for your business. Display ad sizes seem to be the preferred options for advertisers compared to classified ads, as they have very few limitations in terms of sizes. Here are the different newspaper ad sizes:

Full-Page

A full-page ad covers the entire page of a newspaper and its only content is within the ad itself. These ads are 33 cm wide, and 52 cm long. The dimensions are based on the newspaper size, excluding a margin of 1-2 cm on the edges.

Half-Page

A half-page ad is self-explanatory; it takes up half of a newspaper page. However, there are two types of half-page advertisements with their own dimensions. The two types include vertical half-page (16 cm side and 52 cm long), and horizontal half-page (33 cm wide and 25 cm long). Half-page ads are more common within the business and retail categories.

Quarter-Page



A quarter-page ad takes up a complete corner of a newspaper page and is also considered a postcard size ad. Out of all the display advertisement options, this is the most common form. It is a cost-effective option yet can be quite effective depending on strategic placement. The standard size for these ads is 16 cm x 25 cm.

What Are the Most Frequently Preferred Newspaper Ad Sizes?

Advertisers can choose from any of the following sizes for their display ad or choose their own preferred size based on the design of their ad layout. The standard or most frequently preferred newspaper ad sizes include:

- 4 cm (width) x 5 cm (length)
- 8 cm (width) x 4 cm (length)
- 8 cm (width) x 5 cm (length)
- 8 cm (width) x 6 cm (length)
- 8 cm (width) x 12 cm (length)
- 12 cm (width) x 20 cm (length)
- 16 cm (width) x 20 cm (length)

How Are Newspaper Ads Measured?

Newspaper ads are measured using column inches. A single column inch is a unit of space that measures one column wide by one inch high. In most cases, newspaper pages are laid out on a grid which has a margin on four sides, vertical columns, and space between each column. The column pages can have four, five, six, or eight.

How Much Does It Cost to Run an Ad in the Newspaper?

You can find out how much it will cost to post your ad in a newspaper by calling and speaking to the paper's advertising department. Most papers charge by ad size and offer a variety of sizes for you to choose from. You can ask about the cost for each space and bargain within your budget. However, going directly to the newspaper may not be your best option. It might be in your best interest to connect with a [print media](#) marketing agency, who can seek out options within your budget and get you the most exposure possible.

Can I Get Newspaper Ads at Discounted Rates?

A great way to save on advertising costs in newspapers is to choose leftover ad space. Also known as remnant advertising, this option works by requesting and buying unsold ad space close to the publishing date. By doing this, you can benefit from savings as much as 40% to 70%. Buying remnant space is also a good idea if you want to test a new ad or advertise off-season.

Tips for Publishing an Advertisement in a Newspaper

- Add incentives for your readers to visit your location by offering a limited time offer or discount coupon in your ad. Ensure that you use a limited time offer date to encourage readers to respond to your call to action quickly.
- Add your social media usernames and your web site address to your ad to drive readers online to learn more about your business.
- Be sure that all the information you post on your ad is accurate. Check your phone number, your web site address, any percentages off, brand names, and every other detail.



Here is a list of newspapers and Magazines:

- [Newspapers in the United States](#)
 - [U.S. Newspapers by State](#)
 - [African American Newspapers](#)
- [Latin American & Mexican Online News \(Mexico, Central & South America, & Caribbean\)](#)
- [Magazines in the United States](#)
 - [Magazines by Topic](#)
 - [Magazines by Country](#)
- [International Newspapers](#)
- [Newspapers by Continent](#)
- [Newspapers by Country](#)



19 Online Funnels

[Elevate Digital](#) – Sales funnels have been all the rage over the past few years and even though they **can** be extremely effective at generating leads and sales...

There are also some limitations to be aware of.

Not to mention some key nuances and distinctions between a regular website.

But with businesses across HUNDREDS of different industries now having used sales funnels to generate millions of pounds in sales every year.

They could potentially game-changing for your business AND life.

So let's dive straight into it!

So...what is a sales funnel anyway?

A sales funnel is almost like your very own online sales person (just without the salary and laborious recruitment process)

They have one goal and one goal only; generate leads and sales for the business.

Whereas a traditional website will have a number of different pages and menu options for the visitor to choose from...

The pages in a sales funnel will be delivered in a very specific step-by-step sequence. As such, it eliminates the user clicking around to different pages/links and getting lost.

The sequence in a sales funnel is specifically designed to turn visitors into leads and leads into buyers.

Here's an example of how a typical sales funnel might look:

- [Landing page/Opt In Page](#)
- Sales Page
- Order Page Or Up-Sell page
- Thank You Page



What is the difference between a website and a sales funnel?

The main difference between a dedicated sales funnel and a website, is that a funnel is typically designed to funnel people to one particular goal.



A website on the other hand can be used for multiple things such as providing a back-end members area, having a resource page or blog or even giving more information about the company.

Ultimately, whether you have a simple website or you're using a multi-step sales funnel, the end goal should **always** be to generate leads and sales.

The main difference is in how they go about it.

Sales Funnel

- Step by step page flow, usually with multiple up-sells and cross-sells
- Sole intent of producing a lead or sale
- Minimal distractions on the page
- Often won't have menu icons to avoid distracting visitors

Website

- Multiple pages available for the visitor to choose from
- Usually has a menu with different options like, about us, contact, services, etc...
- May be used to host membership area, blog and other resources
- Used for SEO purposes

Can a sales funnel help to grow my business?

The short answer...Absolutely!

A sales funnel can be used for almost ANY type of business, product or service.

The only limit is your creativity.

Russell Brunson of [Clickfunnels](#) is notorious for his "one funnel away" ethos. Suggesting that you are only ever one funnel away from changing your life and business forever.

Whilst, this is true to an extent. It's good to not go into it with the expectation of it becoming a HUGE success overnight.

Crafting [high-converting sales funnels](#) can take practice, and it also requires a degree of patient and experimenting with what works and what doesn't.

The main variable to anything like this is your audience.

Just because something worked for one business, it doesn't mean it will work exactly the same way for yours.





Probably one of the best things about a sales funnel is that it can simplify the process and eliminate the need for pricey complex websites.

This can be great for startups who want to run a lean operation in which to make their first £1 million in sales.

The fact is, the confused mind will struggle to make a decision.

Yet most websites typically give people a huge range of pages and options to get lost in. Which is why most websites only convert LESS than 2% of visitors to sales.

Now that isn't to say websites don't have a purpose; because they can be great for really optimizing your SEO and organic ranking. A website is also great for allowing customers to learn more about your full range of products & services.

But when it comes to generating sales, the beauty and genius in a sales funnel is really in a simplicity.

Types of sales funnels



Sales funnel have evolved over the years and taken on various shapes, sizes and forms.

Here are just a few types of sales funnels you can use in the business:

Quiz funnels

A quiz funnel can be a great way of creating a more engaging a personalized experience.

This would typically be done by asking the user a series of questions with multiple outcomes that send people to the relevant product/service.



The quiz itself should be highly valuable so that people actually want to complete it.

For example, a business coach or consultant may have a quiz called “What’s your entrepreneurial superpower?”

Which then depending on the answers people gives, directs them to a particular consulting package.

Here’s an example for a company that sells glasses:

What's your face width?
Please choose one

Narrow
I'd say it's slender and narrow

Medium
Not sure? This is a good place to land.

Wide
It's definitely on the wider side

I'm not sure. Let's skip it.

Which shapes do you like?
Pick as many as you want

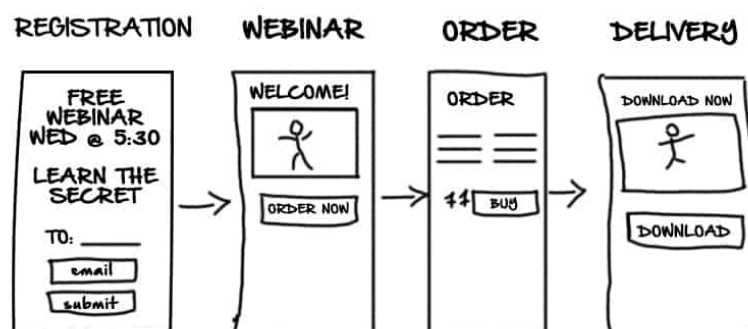
Round **Rectangular** **Square** **Cat-eye**

Webinar funnels

Webinar funnels can be extremely effective when you’re looking to sell a high-priced product or service at scale.

The webinar itself should be designed to both educate and bring huge value to the viewer whilst acting as a bridge to your product/service. At the end of the webinar you can either opt to request people book a call, or have a sales page contained within the funnel.

WEBINAR FUNNEL



Product funnels

Product funnels can be great for e-commerce stores who have one or two core products they are looking to sell.

For example, let’s say you have 2 products that you’re looking to sell.



This could either be sold via two separate sales funnels (if the products have a different audience) or simply by having one main product, then having the other product as an upsell within the funnel.

Appointment funnels

Appointment funnels are used to generate sales calls, consultations or appointments.

When SHOULD you use a sales funnel?

As mentioned above, sales funnels can be extremely useful when you need to generate leads and sales without added complexity.

It can also be a great way to gauge initial interest or generate leads for a new product or service launch.

You'll also want to consider using a sales funnel when running a [PPC advertising campaign](#).

This is because when you're paying for traffic on certain keywords. You want to ensure that you're optimizing your chances of generating a sale as much as possible.

By sending people to a traditional website with lots of options, you can significantly impact your conversion rate.

When SHOULDN'T you use a sales funnel?

There isn't really any major reason you shouldn't be using a sales funnel in your business. Especially when you consider, it can easily be used in conjunction with a website.

But there are some obvious limitations.

Sales funnels are relatively static in nature and due to the rigid link/page structure they are not ideal for SEO and organic search.

As a big part of sales funnels comes down to the simplicity, they're not suitable for e-commerce stores with a range of different products.

How do you create a sales funnel for your business?

You can actually create a sales funnel within an existing website.

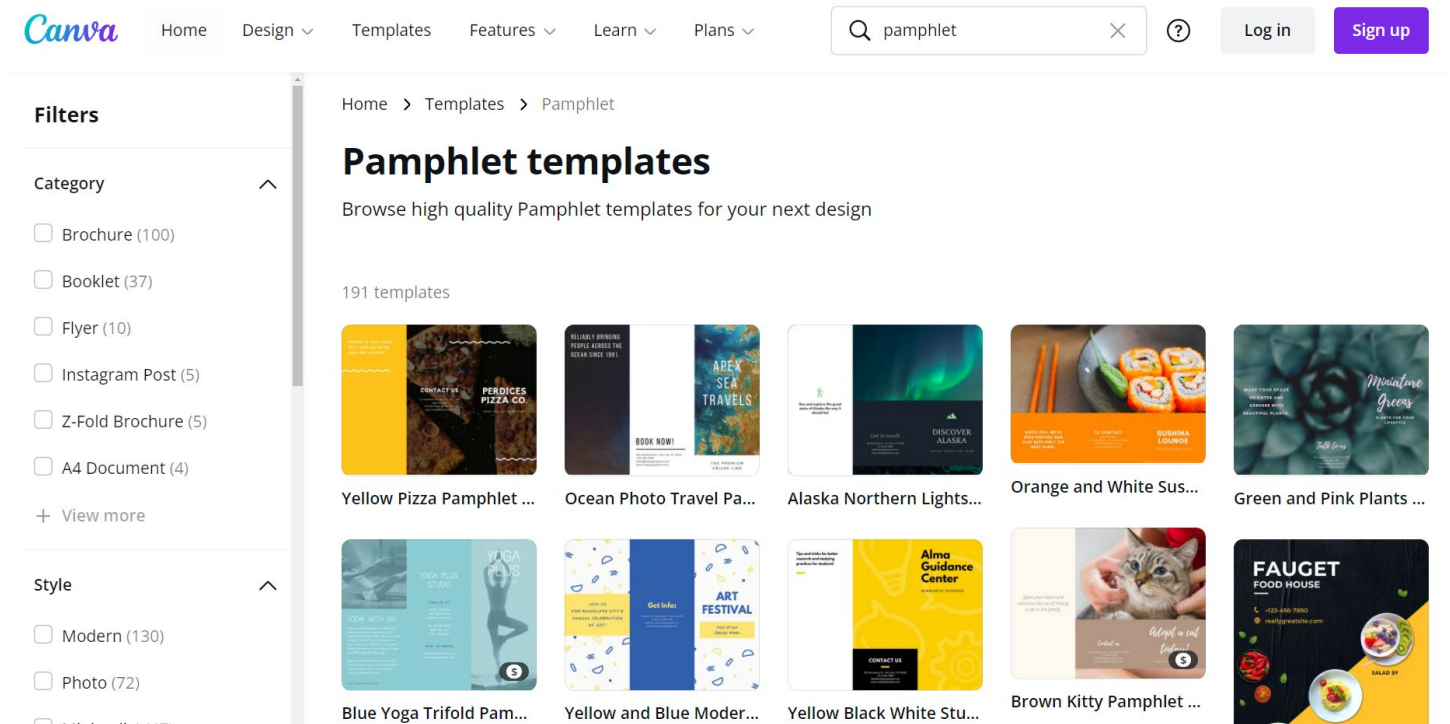
You'll just need to remove the menu options and ensure the pages flow in a specific sequence as mentioned above.

Alternatively, there are some great software platforms out there designed specifically to build and create sales funnel. Our personal recommendation is Convertri. It has a range of funnel templates to choose from, a beautiful drag and drop builder and easy integrations with a range of payment processors. It's also substantially cheaper than closest competitor Clickfunnels. You can get a [free trial on Convertri here](#).



20 Pamphlets

Canva lets you [browse pamphlets](#) by category, style, theme and price. As mentioned before, it's better to upgrade for ten bucks to get the most features out of Canva.



[Licidpress](#) – Pamphlets are non-periodical. They're written for the layman, simply and without excessive jargon. Authors present text and images in an organized fashion to communicate a clear message. Pamphlets can be folded in a variety of ways, such as in half, in thirds, or in fourths.

Although they seem similar, brochures and pamphlets are **not** the same thing. To understand why, it's important to draw a distinction between form and function. While a brochure is used to advertise a company and its products or services, a pamphlet provides educational information on one topic. With pamphlets, the point is not to sell but to inform.

Types of pamphlets

There are three main types of pamphlets, each of which are designed to provide a different type of information. They are:

- + Civic
- + Cultural
- + Educational

Let's take a moment to outline the types of pamphlets you'll find in each of these categories.

Civic pamphlets

In history, pamphlets have been useful tools for political causes and protests. A famous example is **Common Sense**, a political pamphlet written by Thomas Paine in 1775, which advocated for America's independence from Great Britain. Because pamphlets are easy to produce and share, they can spread new ideas quickly.



Town and city administrations can use pamphlets to distribute details about local issues, such as ordinances, upcoming elections and referendums.

Biased pamphlets (especially those political in nature) that exaggerate or distort information to promote a particular point of view are called ****propaganda**** and are considered highly unethical.

Educational pamphlets

Today, pamphlets can be a valuable tool for non-profit organizations, non-commercial groups, and certain industries such as healthcare. If you've been to a doctor's office, you've likely seen pamphlets designed to inform patients about various medical topics, including:

- + Preventative health practices or treatments;
- + Symptoms of a particular disorder or illness;
- + Explanations of certain medical procedures or tests.

Cultural pamphlets

Cultural groups might publish pamphlets about different countries and cultures. Information about geography, population, and demographic data provides context to readers who want to educate themselves about a particular place or group of people.

For non-profit organizations, pamphlets can help them raise awareness about issues that concern them, and educate the public on how to help. These pamphlets often contain information about a problem and its proposed solutions, along with contact details, so readers can learn more about how to get involved or make donations.

Religious pamphlets also have a rich history and are still in use today, but they have come to be known more commonly as ****tracts****.

How to make a pamphlet

The process of creating a pamphlet very closely resembles that of making a brochure. The difference lies in intention. Rather than putting emphasis on making a sale, put your emphasis on providing valuable and accurate information about a subject.

1. Consider your layout/size.

Before you can start designing, you must decide how big or small you want your pamphlet to be, and how it should be folded.

2. Write compelling copy.

Pamphlets don't offer a lot of space, so each sentence should be purposeful and valuable. Use simple language for the layman that is easy to read and easy to understand.

3. Provide visual interest.



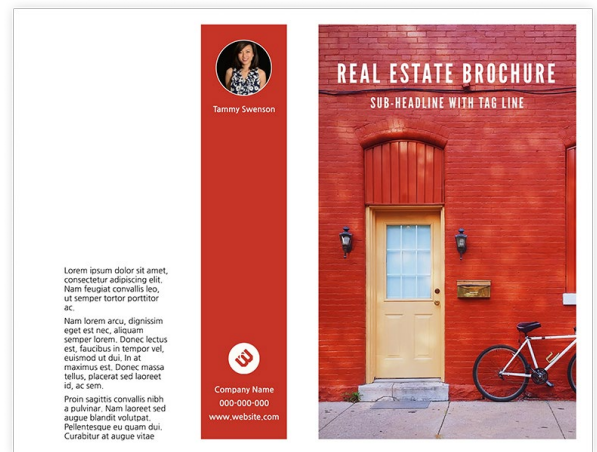
Illustrate your pamphlet with helpful visual elements—like photos, tables and charts—that make it more interesting to the reader.

4. Choose your colors.

Color is closely tied to emotion. Using colors wisely in your pamphlet will enhance the reading experience. For example, high contrast designs (i.e. dark fonts on a light background) are much easier to read.

5. Test-run the print version.

Before you print (or order) hundreds of copies, it's critical to test-run it first. Verify that the finished product meets your expectations.



How to create a pamphlet

Step 1: Perfect your text

Pamphlets are a form of persuasive writing: it is important to make a cogent argument. Review what you've written — does it flow together well? Does each point relate back to the aim of your pamphlet?

Learn to use the art of the paragraph. By breaking up your ideas into manageable chunks, you will keep your audience on board. No one enjoys reading an undifferentiated wall of text.

Pin down the reason you are making a pamphlet. Are you selling a product or an idea? Whether you're writing about goods or services, if you don't know what you're communicating, your audience won't.

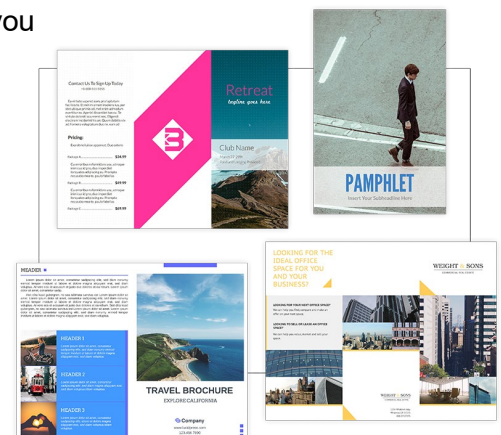
Step 2: Decide on a layout

Pamphlets come in a variety of layouts. Choose one that meets your purposes or your style.

Trifold pamphlet Making a trifold pamphlet is very similar to making a brochure. This type of pamphlet is short and sweet. When you make a trifold brochure, make sure that the crux of your argument is on the cover.

Single page pamphlet This format of pamphlet uses the same principles you use when creating a flyer. You can choose to make your pamphlet single- or double-sided. It's a good idea to use columns to break up your message. Don't forget an image!

Small booklet Perhaps the most traditional form of pamphlet, you can leaf through a booklet for more in-depth information. Common Sense was one of the most influential pamphlets in world history. The word "pamphlet" comes from a Latin love poem named Pamphilus. Whether you're writing about revolution or love, book-like pamphlets put the ability to produce and distribute a message in the hands of anyone.



Step 3: Incorporate images



Don't include images just to say that you did. Make sure that any photos or graphics you include strengthen your argument. If you're selling something, the photos you include should be high-quality.

Know your photo resources: there are several websites with high-quality free images. Free Range Stock is free; Shutterstock is one of best paid stock image sites. Unsplash offers 10 free artistic images 10 days.



the
every

You have many options to incorporate your image into your pamphlet. With a design tool like Lucidpress, you can use word wrap, set your image as the background, or make your image transparent or black and white. Many pamphlets use their text as art, in the form of creative titles or other examples of word art.

Step 4: Make your pamphlet unified

It is important to keep your audience in mind. Read your finished pamphlet. Is it boring, or does it draw you in? If someone put this pamphlet on your windshield, would you toss it, or would it catch your eye?

Your pamphlet needs to pass the professionalism smell test. Errant typos, cheesy fonts, or grainy images can all alienate readers. Print a test copy!

Condense your message and choose a snappy headline. Your readers should be able to get your point at a glance.





21 Pay Per Click

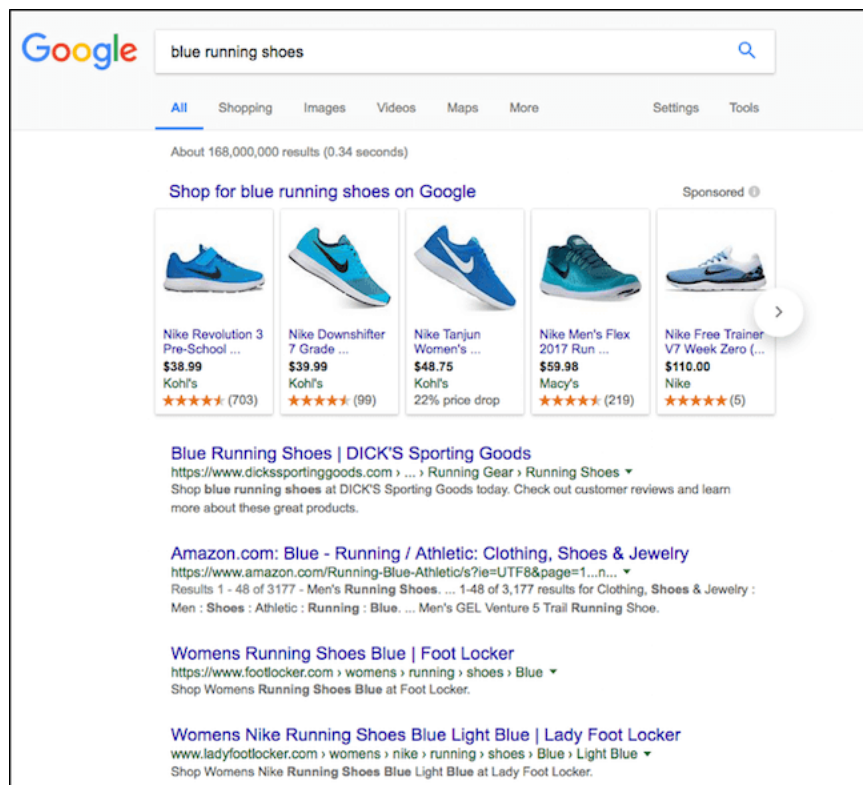
[Hanapin Marketing](#) – **What is PPC?** PPC (pay-per-click) marketing is a form of online advertising in which advertisers accrue costs when users click their ads. Advertisers bid on the perceived value of a click in relation to the keywords, platforms, and audience type in which it originates.

The Basics

PPC is used for all types of campaign goals, including:

1. Increasing sales
2. Generating leads
3. Promoting brand awareness

PPC is all about relevance. Users are searching for specific products, services, and information at any given time. Advertisers have the ability to show a targeted ad at the exact moment this search is occurring. For example, if a user searches for “blue running shoes,” an advertiser can show an ad speaking to “blue running shoes.”



Through both targeting settings and account structure, advertisers can run successful PPC campaigns as long as relevance is paramount.

4. Main Platforms

5. Google Ads

Run on Google, Search Partner sites, and Display Network sites, Google Ads is the largest pay-per-click platform. Google Ads was launched in October 2000 and has gone through several iterations over the last 17 years. Google Ads is geared toward the entire spectrum of companies from small businesses to Fortune 500.



Microsoft Advertising

Similar to Google Ads, Microsoft Advertising is a pay-per-click platform showing ads on the Microsoft and Yahoo networks. The platform also utilizes Search Partners. Microsoft Advertising is primarily keyword-based advertising. As of 2017, Microsoft Advertising has 137 million unique desktop searchers on the Bing Network*.

*Data taken from advertise.bingads.microsoft.com

Account Structure

Campaigns and Ad Groups

Advertisers begin by choosing keyword themes and creating individual campaigns. For example, a PPC professional may create a campaign with the theme “Coffee Tables”. Within this campaign are themed subcategories, called **ad groups**. These ad groups may include:

- Oval Coffee Tables**
- Long Coffee Tables**
- Round Coffee Tables**

Each ad group then contains themed keyword variations. For example, the “Oval Coffee Tables” ad group may contain these keywords:

- Oval coffee tables**
- Coffee tables oval**
- Oval coffee tables on sale**

Keywords

Every keyword must be assigned a match type, which defines the queries for which ads will show. There are seven keyword match types:

Exact – Query must be typed in exactly

Exact (Close Variant) – Query must be typed in exactly, but can include misspellings or other variants

Phrase – Query must be typed in correct order, even if there are additional terms before or after the query

Phrase (Close Variant) – Query must be typed in correct order, even if there are additional terms before or after the query. Query can include misspellings or other variants

Broad – Query can be typed in any order and will potentially show ads for similar searches

Modified Broad – Query can be typed in any order, but must include terms that contain a plus sign

Broad (Session-Based) – A form of broad match that takes into account other queries from that user’s search session



Here is a table of the match types, keywords, and potential search queries.

Match Type	Keyword	Potential Search Query
Exact	[coffee tables]	coffee tables
Exact (Close Variant)	[coffee tables]	coffe tables
Phrase	"coffee tables"	coffee tables for sale
Phrase (Close Variant)	"coffee tables"	coffee tables on sale
Broad	coffee tables	coffee stands
Modified Broad	+coffee +tables	tables for coffee
Broad (Session-Based)	coffee tables	leather ottomans

Negative Keywords

Along with the positive terms, negative keywords can be added to help remove unqualified traffic. For example, someone who searches for “free coffee table” isn’t looking to buy. By adding “free” as a negative keyword, the advertiser’s ad will not show when a query containing this term is typed. For a company selling high end products, “bargain” or “cheap” related terms may make good negative keywords.

Audiences

Audiences are groups of users segmented in a variety of ways. Most often audiences are used in remarketing. Audiences can be created based upon specific pageviews, time spent on site, pages per visit, and more. Similar to keywords, audiences are bid upon based on relevance. For example, advertisers may bid more to remarket to shopping cart abandoners vs. homepage viewers.

6. Ad Copy

7. Expanded Text Ads

Once ad groups are created and the keywords chosen, ads can be written. Ads should include the targeted keyword theme, any value propositions, and a call to action.

Google Ads text ad structure and character limits are as follows:

Headline 1 – Up to 30 characters (including spaces)

Headline 2 – Up to 30 characters (including spaces)

Description Line – Up to 80 characters (including spaces)

Path 1 – Up to 15 characters

Path 2 – Up to 15 characters

Ads cannot contain excessive capitalization, punctuation, or misleading statements. Keep in mind that the display URL will combine the root of the final URL with Path 1 and Path 2.

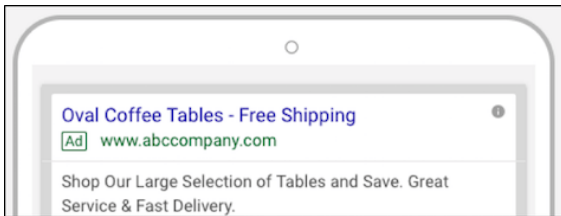
It should be noted that Expanded Text Ads replaced traditional Text Ads in both Microsoft and Google. While still currently eligible to serve within Google Ads, advertisers can no longer create new variations of the traditional ad format. For reference, this consisted of a 25 character headline and a pair of 35 character description lines.

Every ad group should contain at least two ads for testing purposes. Here is an example of an “oval coffee tables” ad:



Oval Coffee Tables - Free Shipping
Ad www.abccompany.com
Shop Our Large Selection of Tables and Save. Great Service & Fast Delivery.

Here is an example of a mobile version of the “oval coffee tables” ad.

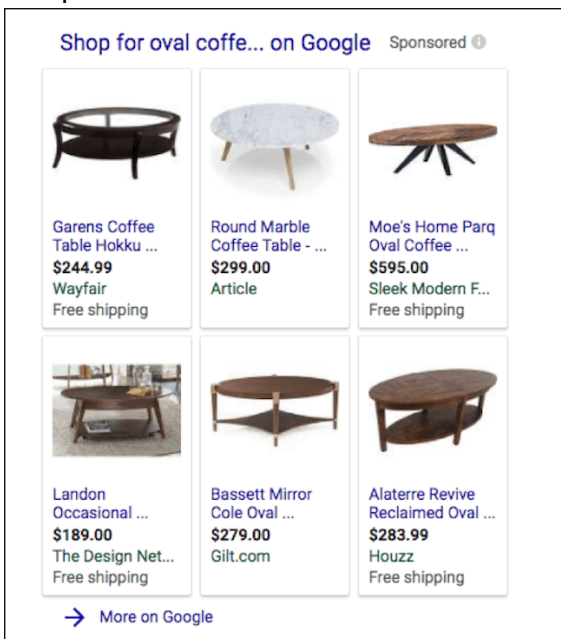


You'll write one version of the ad copy that will be automatically formatted for both desktop and mobile. When writing your copy be aware that it will show on both desktop and mobile and make sure the copy works well on both formats.

Upon clicking, visitors should be taken to a page that continues the ad messaging. This is called the landing page, and it should contain a selection of oval coffee tables with messaging around free shipping.

Product Listing Ads (PLAs)

Product Listing Ads are square units used in eCommerce PPC campaigns that contain product titles, images, and prices.



PLAs utilize Google product feeds, and must be connected to a Google Merchant Center account. Microsoft Advertising contains a similar feature called Product Ads that also requires the use of a Bing Merchant Center account.

Image Ads

Advertisers can run Display Network campaigns that utilize image ads. These ad units show within and around the content of millions of sites across the Display Network. You can choose to create a responsive ad that will automatically adjust size depending on where it is shown or utilize the 19 standard image sizes below.



- 200 x 200
- 240 x 400
- 250 x 250
- 250 x 360
- 300 x 250
- 336 x 280
- 580 x 400
- 120 x 600
- 160 x 600
- 300 x 600
- 300 x 1050
- 468 x 60
- 728 x 90
- 930 x 180
- 970 x 90
- 970 x 250
- 980 x 120
- 320 x 50
- 320 x 100

8. Settings

9. Campaign Types

Search Network – This is the most common targeting option. The Search Network consists of google.com and Google's Search Partners such as aol.com, amazon.com, and many more. The Search Network is primarily keyword based advertising. In other words, searchers type in queries for which ads are shown.

Display Network – This network consists of millions of sites that agree to show Google text, image, and video ads. These ads are shown within the site's content and don't utilize traditional keyword based targeting, but rather audiences and demographics. For example, a user may visit a blog that speaks to the history of coffee tables. Even though the user isn't necessarily in a buying mode, the content is relevant to coffee tables. The user may or may not click the ad, but is ultimately now aware of the brand.

Search Network with Display Opt-In – This targeting option is a combination of both networks. In the new Google Ads experience this replaced Search Network with Display Select. Now you'll create a regular Search Network campaign and opt-in to the Display Network. The caveat is that Google determines when and where ads may perform best, taking control away from the advertiser. The preferred option is to break out campaigns by network, but Search with Display Opt-In is worth testing.

Shopping: Product Listing Ads – PLAs are shown on Google and Microsoft. After submitting a product feed to Google Merchant Center, Shopping campaigns can be created in Google Ads. Advertisers create product groups to which they can bid on various feed attributes. These attributes include:

- Brand
- Category
- Condition
- Item ID
- Product Type
- Custom Attributes



Shopping campaigns do not contain keywords. Both search engines match user queries to the product they deem most relevant. Thus, it is important to ensure all products have accurate information as well as clear titles and descriptions.

Device Targeting

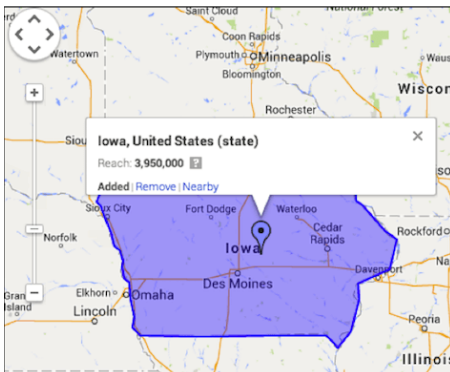
Ads can be shown across all devices, including:

- Desktops/Laptops
- Tablets
- Mobile Devices

Desktops/laptops and tablets are considered similar enough by the search engines that the same bid is applied to these platforms. Mobile devices can have a bid modifier. For example, if the bid is \$1.00 and the mobile bid modifier is set to -50%, the bid on mobile devices becomes \$0.50. A bid modifier of 150% would set the mobile bid at \$1.50.

Location Targeting

PPC targeting is extremely granular, going down to the zip code level. Advertisers have many options to ensure that their ads show only in desired locations. The example below showcases a campaign only targeting Iowa.



Bid modifiers can be setup by location. For example, advertisers targeting all 50 states can set separate modifiers by location.

State	Modifier
Alaska	-50%
Montana	25%
New York	30%
Oregon	-10%
Tennessee	-15%

Ad Scheduling

Advertisers have the ability to run ads only at desired times. Whereas an eCommerce campaign may run ads 24/7, a brick and mortar store may only show ads during business hours. Ad scheduling allows easy management of when ads will show.



Also, just like device and location, bid modifiers can be set for both days and hours. For example, weekends may drive more revenue so bids could be 20% higher on Saturdays and Sundays. Or, poor quality traffic comes in from midnight to 4 AM so the modifier might be set at -80%.

Budget

Each individual campaign is allowed a daily budget. Budgets should be created in accordance with account goals.

Daily budget	Enter a daily budget \$ 50	Your daily budget is the most you're willing to spend each day on your campaign. Actual daily spend may vary. ?
	Apply from Shared library	
	▼ Delivery method	

Delivery Method

There are two options for which ads are delivered: standard and accelerated. The standard delivery method shows ads evenly throughout the day. This option is good for advertisers who may have budget restrictions and want to ensure their ads show throughout the day. Depending on the budget concerns, ads will not show at all times. Accelerated delivery method shows ads until the budget is depleted. This option is best for advertisers who may not have budget restrictions and want to ensure their ads show for every query.

Ad Delivery

There are two options for which your ads will be delivered by Google:

Optimize – Delivery is based upon ads expected to produce higher click volume.

Rotate indefinitely – Ads are delivered more evenly into the ad auction, but they are not optimized toward any kind of goal like clicks or conversions.

Technical PPC

Conversion Tracking

Advertisers have the ability to create conversion goals in order to gauge account performance. Both platforms provide code snippets that can be placed on key pages—generally order confirmation or thank you pages. Advertisers are able to determine whether ad clicks are turning into conversions.

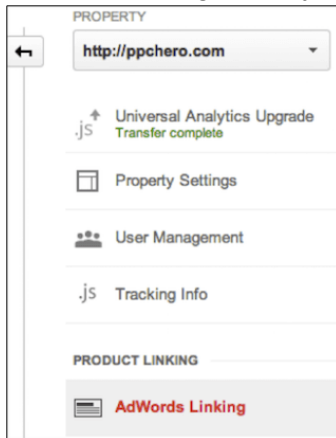
Google Ads allows many types of conversion tracking, including:

- Webpage
- Mobile or tablet app
- Calls from ads using call extensions
- Calls to a Google forwarding number on your website
- Clicks on a number on your mobile website
- Imported goals (from third party platforms like Salesforce)

Google Analytics



Google Ads accounts can be linked to Google Analytics accounts to provide information on post click behavior. It is highly recommended that these accounts be linked in order to get a more complete picture of the conversion funnel. In order to link the accounts, the Google Ads ID number must be entered in the “Admin” section of Google Analytics.

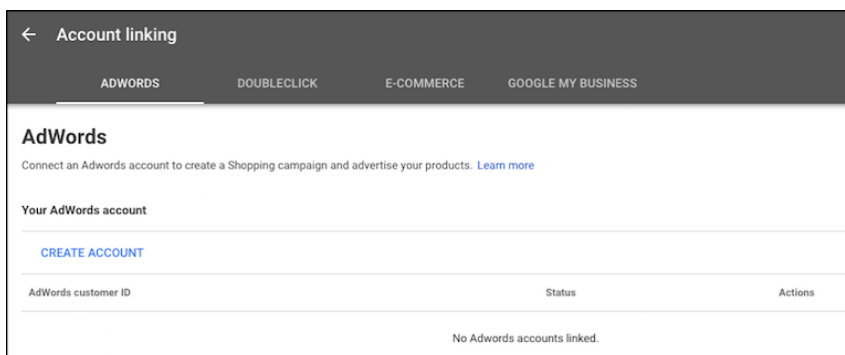


Once added, the connection can be confirmed by navigating to “Account Settings” and then “Linked accounts.” The “View details” section will show the link.

The account can also be linked to Webmaster Tools, which will show how ads and the organic listings perform.

Google Merchant Center

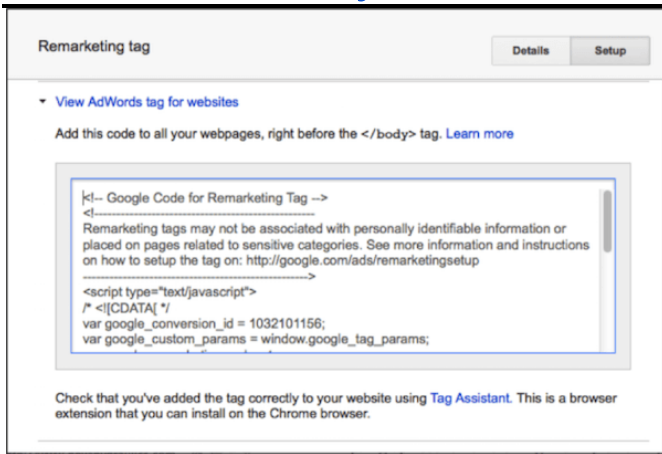
In order to run Google Shopping campaigns, or PLAs, the Google Merchant Center account must be connected to Google Ads. Similar to Google Analytics, the Google Ads ID must be entered into the “Settings” section of the Merchant Center account.



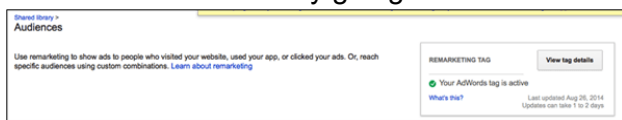
Once connected, Merchant Center account information will show within the “Tools” section in Google Ads.

Remarketing

Setting up Google remarketing code is a fairly simple process. Within the Shared Library is the remarketing tag.



The code needs to be copied and placed on every page of the site before the closing </body> tag. The code can then be validated by going back into the Shared Library.



Ad Extensions

Ad extensions are additional links and details that show supplementary information about your business to enhance the basic PPC ads. Certain ad extensions are manual choices, which you can control. Search engines may also automatically generate some ad extensions. The main advantage of ad extensions is that they help improve the click-thru-rate (CTR) of the ad headline because the ads are larger in size and therefore more prominent on the search engine results pages (SERPs). There are many ad extensions.

Sitelink Extensions

Sitelink extensions are additional links to help searchers navigate deeper into your website. Sitelink extensions are manual additions, and can be added within the interface or in the editor, both in Google and Microsoft. The actual sitelinks should be relevant to the search term.

T-Shirt Printing From \$3.17ea - We Print & Ship In 24 Hours
(Ad) www.boltprinting.com/T-Shirt/Printing
 4.7 ★★★★★ rating for boltprinting.com
 No Set-Up Charges + Free Shipping - Call Today Or Order Online To Save!
 Brands: Gildan, Canvas, Bella, Anvil
 Types: Basic Tees, Concert Tees, Performance Tees, Ladies Tees, Kids Tees
 Ladies Collection Lightning Fast Printing
 Custom T-Shirts Accessories

Sitelinks can also include descriptions, known as enhanced sitelinks.

pizzahut.com - Pizza Hut® \$7.99 Deal - Order Online and Save
(S) www.pizzahut.com/
 Get a Large Two Topping Pizza for Just \$7.99 When You Order Online.
 Great deals online · Hand-tossed crust · Amazing toppings · Speedy delivery · Pizza & wings
 Types: Cheese, Pepperoni, Meat Lover's®, Veggie Lover's®, Supreme
 9 Denver, CO · (303) 692-8008 · Open today · 10:00 AM - 11:00 PM
 Order Online Pizza Hut® WingStreet™
 Choose from a Wide Selection of Enjoy Wings, Sides & Dips Delivered
 Your Favorites and Order Online Now To Your Door From Pizza Hut®

Location Extensions

Location extensions are great for brick and mortar businesses. Location extensions show the business address and are available in Google and Microsoft. Google requires that a Google My Business account is setup and connected to Google Ads.



Oil Change Near Me - South Park Tire & Auto Center - southparktire.com

[Ad](#) promotions.southparktire.com/oil-change

Stop in for a quick oil change. Make your appointment online!

Coupons & Specials · Contact the Shop · Repair Services Offered

9 8081 S Broadway, Littleton - (303) 798-6911 - Open today - 7:30 AM - 6:00 PM

Call Extensions

Call extensions are available in both Google and Microsoft and give advertisers two possibilities. On mobile devices, call extensions supplement ads with the ability to click-to-call, giving mobile searchers an easy way to call the business. Keep in mind that call extensions are now part of Google Ads' dynamic ad extension options. In the event that calls are of no use to your business, consider opting out of this feature.

\$19.99 Oil Change At Midas - Schedule Appointment Online - midas.com
[Ad](#) www.midas.com/OilChange/Coupon

3.9 ★★★★★ advertiser rating
\$10 Off High Mileage / Synthetic. Includes Tire Rotation, Filter & More. Oil Change & Oil Filter. Synthetic Oil Available. Find Your Nearest Midas.

[Coupons](#) [Online Appointments](#) [Estimates](#)

1.2 mi · Denver · S Colorado Blvd

On desktop ads, call extensions allow a phone number to show within the vicinity of an ad. Again, users have the option to call the number instead of clicking the ad.

Cheap \$19 MA Insurance
[www.insure.com/Massachusetts](#)

(800) 861-0652

Save on Auto, Home, Health & Life.
We've Got All Your Needs Covered.

App Extensions

App extensions or application extensions is a feature in Google. This extension works great for businesses looking to promote application downloads and engagement.

The Weather Channel [Ad](#) Google Play: 4.4 ★★★★★ (1,453,228)

Get the World's Most Downloaded Weather App Today!

Free [INSTALL](#)

Consumer Ratings Annotations

Consumer ratings are extra annotations that promote business ratings based on various customer surveys. This extension is only found in Google and is automatically populated. Google pulls these ratings from trusted sources and specifies that businesses must have at least 30 unique reviews in order to show. Consumer rating extensions are determined only for certain businesses and industries based on Google's discretion.

Example Brokerage

[Ad](#) www.example.com

Explore The Advantages of Our Brokerage Account

Ratings: Selection 9.5/10 - Sign Up 10/10 - Fees 9/10

Seller Ratings Extensions



Seller Ratings are similar to consumer ratings in that ratings are automatically pulled by Google based on trusted website reviews. Google will show these ratings when a business has had at least 30, 4 plus star reviews over a 12-month period.

Esurance® Auto Insurance - Ranked Highest

(Ad) www.esurance.com/Colorado

4.8 ★★★★★ rating for esurance.com

Highest Customer Satisfaction Among Auto Insurers in California - JD Power

Insurance coverage: Personalized for you, Collision, Comprehensive, Liability

[Find Discounts](#) · [Fast, Free Quotes](#) · [What does it cover?](#)

This extension also takes into account the overall business process. Businesses that successfully roll out rating and review extensions create processes whereby they ask customers for feedback on a regular basis. Search engines also have processes to identify fake reviews as well. Part of this process involves a natural flow of ratings. For example if a business were to suddenly get fifty 5-star ratings in single a month, it would indicate to the search engines the potential for fraudulent reviews.

Tools

Working in PPC rocks. The search engines want to maximize revenue. As account managers, we are in charge of this spend. The search engines are incentivized to keep the people managing budgets happy, while providing tools to justify increasing spend. Here is a preview of various tools that can support an effective PPC campaign.

Change History

Change history can be found in both Google Ads and Microsoft Advertising. The change history catalogs past updates, from bid changes to sitelink additions. The data includes the alias or login email that made the modification and the date and time of the change. The change history can be exported.

↓ Date and time	Changed by	Entity type	Entity name	Attribute changed	How changed	Old value	New value	Campaign	Ad group
7/24/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	0.4200	0.3300	Hydraulic	Hydraulic
7/24/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	0.7700	0.3300	Hydraulic	Hydraulic
7/24/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	4.1400	0.3300	Hydraulic	Hydraulic
7/24/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	4.6900	0.3300	Hydraulic	Hydraulic
7/24/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	0.3000	0.3300	Hydraulic	Hydraulic
7/24/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	2.3700	0.3300	Hydraulic	Hydraulic
7/24/2014 6:37:20 AM	[REDACTED]	Keyword	[REDACTED]	Exact match bid	Changed	2.7700	0.3300	Hydraulic	Hydraulic

Keyword Planner

The Keyword Planner is a tool delivered through Google Ads, which is used to discover and plan your campaigns, keywords, and ad groups. The tool also provides performance data approximations. You can use the data in the Keyword Planner to estimate starting bids and budgets for your PPC accounts.



Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting

Argentina

Spanish

Google

Negative keywords

Date range

Show avg. monthly searches for: last 12 months

Customize your search

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Get ideas

Display Planner

The Display Planner is a tool used when architecting Display Network campaigns. This tool lists websites, keywords, topics, and interests that your target audience is likely to utilize. The Display Planner recommends thousands of fresh websites, apps, and video channels.

Find new targeting ideas

Search for new targeting ideas using a phrase, website or category

Enter one or both of the following:

Your customers are interested in

Enter keywords, topics, or sites

Your landing page

www.website.com

Campaign targeting

United States

English

Bidding type

CPC bidding

Filters

Ad formats and sizes

Text, image, HTML5

Get ad group ideas

Get placement ideas

Ad Preview and Diagnostics

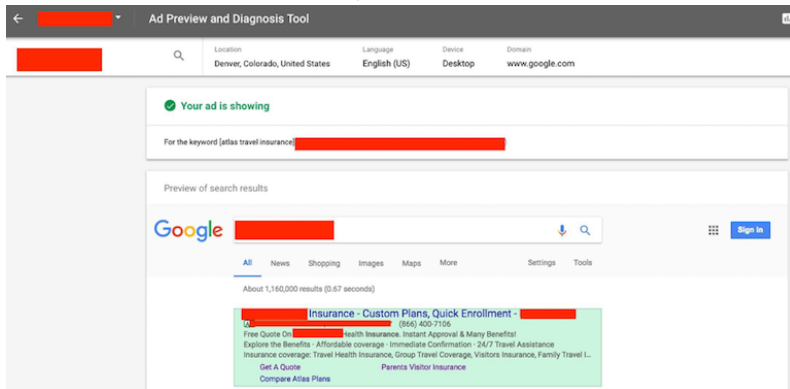
The Ad Preview and Diagnostics tool helps establish why your ad might not be displaying for an individual search term. This tool can be used in the Google Ads Interface. Enter the location and language and the tool will run in the background and populate results.



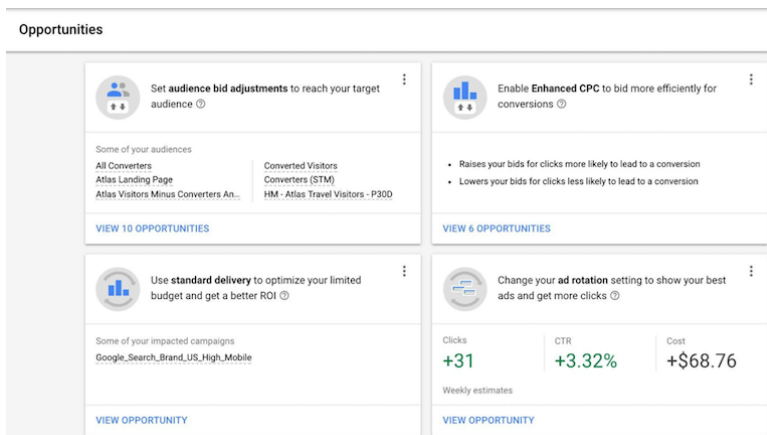
PLANNING

Keyword Planner

Ad Preview and Diagnosis



Opportunities



Labels

Labels are like Post-It notes and built-in documentation for campaigns, ad groups, keywords, and ads. Labels can be used for anything, from ad creation dates to top performing keywords. Labels are especially useful in accounts with multiple account managers or specific segments with varied goals. Once properly applied it is much easier to assess campaign performance for a specific initiative.



Label

Branded ca...

Search

BOS

Search

+ 1 MORE

NY

Search

+ 1 MORE

Search

VIA Campai...

MSP

Search

Automated Rules

Automated rules are unique to Google Ads. These rules are set using any number of performance criteria and can run on a schedule. The rules are meant to make account management less tedious, but should never fully replace the human touch. It is also worthwhile to set some type of performance threshold or safety rule to account for performance degradation.

Create a new rule for campaigns

Type of rule
Pause campaigns

Apply to campaigns

- ☒ All enabled campaigns
☐ All enabled and paused campaigns
☐ Select campaigns

Condition

Campaign name contains Promo + ADD

Define the frequency to run your action

Frequency
Once Oct 17, 2017 4:00 PM using data from Previous day

Email results
Only if there are changes or errors

Rule name

Pause Sale

Shared Library

The Google Ads shared library allows advertisers to manage changes across multiple campaigns.

SHARED LIBRARY

Audience manager

Portfolio bid strategies

Negative keyword lists

Shared budgets

Placement exclusion lists

Audiences



Audiences can be added to Display, Remarketing, and Remarketing Lists for Search Ads campaigns.

<input type="checkbox"/> Audience name	Type	Membership status	Size: Search	Size: YouTube	Size: Display	Size: Gmail
In-use						
<input type="checkbox"/> Academy audience	YouTube Rule-based YouTube	Open	170,000	740,000	800,000	1,700
<input type="checkbox"/> All converters People who converted on your site. Based on your conversion tracki...	Website visitors Automatically created	Open	39,000	39,000	39,000	8,400
<input type="checkbox"/> Customer Match - Other	Customer list Uploaded	Open	1,100	1,100	Incompatible	1,100

Bid Strategies

Bid strategies are a form of automated bidding where control is handed to the search engine based on predetermined goals. Bid goals are setup within the shared library and the search engine changes the auction bids through algorithms. There are several different strategies that can be employed at the campaign and ad group level.

☐ Target CPA
 ☐ Target ROAS
 ☐ Maximize clicks
 ☐ Target search page location
 ☐ Target outranking share
 ☐ Enhanced CPC

Enhanced CPC – A bidding feature where your max bid is spontaneously raised for you if Google believes that the click will convert. Your maximum bid using this bid strategy can be up to 30% higher when your ad is competing for a spot on the SERP. If Google does not think that your ad will convert then your bid is decreased in the auction. The last part of the Enhanced CPC bidding feature is that your bid will stay at or below the maximum bid you set for certain auctions. Google’s algorithms evaluate the data and adjust bids.

Target Search Page Location – This flexible bidding strategy changes bids so your ads can be consistently shown either at the top of the page or on the first page of the SERPs. This strategy is great when your goal is to maximize the number of people who see your ads.

Target CPA – This strategy sets bids to maximize conversions at your target cost-per-acquisition. This strategy works well when wanting to keep costs down while growing conversions.

Maximize Clicks – A flexible bid strategy that will set bids to help you get as many clicks as possible while maintaining spend. This strategy is useful when click volume is the primary goal.

Target Return on Ad Spend (ROAS) – Some businesses, particularly eCommerce, place higher value on certain conversions over others. The target ROAS is a strategy that sets bids to maximize conversions within a target ROAS goal

Maximize Conversions – Since this bidding strategy can be applied to one campaign at a time you won’t find it under shared library. Proceed to the settings tab of a given campaign in order to capitalize on this automated strategy which seeks to push your campaign budget to its maximum value.

Budgets



Typically, daily budgets are setup for each campaign, but sometimes you want these funds to shift between campaigns depending on what's working. The shared budget feature saves the time spent managing and monitoring individual campaign budgets. Using a shared budget, Google Ads will adjust the budget. There is one daily amount for the entire account or a group of campaigns within the account.

Campaign Negative Keywords

Negative keywords can be managed through the shared library, saving time adding negative keywords to multiple campaigns. Most account managers have certain lists of adult terms or industry exclusions that are standard for an account. Maintaining the lists in the shared library saves time. The lists can be added account wide or to selected campaigns in the account.

Campaign Placement Exclusions

Much like negative keywords, in Display campaigns certain websites convert poorly. Adding a list of campaign placement exclusions will allow the list to be shared across multiple Display campaigns.

Reporting

Search Query Reports (SQRs)

Search query reports are extremely useful and are one of the top optimization techniques. SQRs can be run in both Google and Microsoft and can be used to find irrelevant search queries to be added as negative keywords. This report can also be used to unearth new ideas for keyword expansion. It is suggested that SQRs be run at least twice a month.

200 selected (or select all 748,365)							
Edit Label Search terms Auction insights							
<input checked="" type="checkbox"/>	<input type="radio"/>	Keyword	Campaign	Ad group	Status	Max. CPC	Match type
Total: All but removed keywords							
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	flights to Am...	Search - US - RDSA - Cust...	Flights To- Customer Mat...	Eligible	£4.00	Broad match
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	flights to Bar...	Search - US - RDSA - Cust...	Flights To- Customer Mat...	Eligible	£4.00	Broad match

Placement Reports

Placement reports show the websites within the Display network where your ad was shown. You can adjust bids for certain websites or exclude websites that are producing non-converting traffic. It is best practice to run a placement report at least twice a month.

Keywords	Filter Network: YouTube and Display						
	<input type="checkbox"/> <input checked="" type="radio"/> Placement						
Dynamic ad targets		Cost	Clicks	Impr.	CTR	Avg. CPC	Cost / conv.
Audiences	<input type="checkbox"/> <input checked="" type="radio"/> freerehabcenters.org	\$18,802.79	5,500	256,058	2.15%	\$3.42	\$115.27
Demographics	<input type="checkbox"/> <input checked="" type="radio"/> momswhothink.com	\$7,029.25	3,279	4,849,211	0.07%	\$2.14	\$0.00
Topics	<input type="checkbox"/> <input checked="" type="radio"/> manta.com	\$5,062.07	2,864	230,886	1.24%	\$1.77	\$1,265.52
Placements	<input type="checkbox"/> <input checked="" type="radio"/> about.com	\$7,093.44	2,661	2,337,094	0.11%	\$2.67	\$6,994.23



Auction Insights Report

Found in Google Ads, this report is used to determine what companies are competing against your business in the search auctions. The Auctions Insights Report is a great place to look at your impression share relative to the competition, and then determine if you should increase bids and or budget to become more competitive in the auction. Another useful feature of this report is determining if you are competing against businesses in other industries. This could mean you need to add negative keywords to your campaigns or reconsider some of the keywords on which you are bidding.

Display URL domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Outranking share
wowair.us	23.15%	2.1	21.09%	27.34%	96.92%	50.93%
tripadvisor.com	19.15%	3.1	22.24%	14.07%	96.28%	52.36%
fare-finder.com	18.52%	2.8	19.44%	2.54%	98.08%	53.78%
justfly.com	14.69%	2.9	15.82%	6.25%	95.76%	53.52%

Segmentation Options

When running reports in the search engines you always have the option to further segment your data. You can segment by device, time, network, and much more . There are many different options to choose from giving you the granularity you desire. These can be located on many of the tabs in Google Ads. Some segments will only apply to certain sub-sets of data, and other segments can be found once you download the report from the interface.

Find keywords

✓ None

Time ▶

Click type

Conversions ▶

Device

Network (with search partners)

Top vs. Other

Search terms match type



Download

Excel .csv ▾

☐ Compress file

Segments ⓘ

Click to add segments

Day of the week

Click type

Conversion action

Conversion category

Conversion source

Device

Save this report (optional)

[CANCEL](#) [DOWNLOAD](#)

Filters

Filters can be created and saved in Google Ads and Microsoft Advertising. They are especially useful when reviewing large campaigns and trying to break them down into more digestible pieces for analysis. You can filter based on all types of performance data and then make bid changes to the filtered group or other actions based on your goals.

Filter

☐ Campaign

☐ Ad group

☐ Keyword status

☐ Keyword text

☐ Ad group name

☐ Status

Total: 6

Filter [Campaign name contains Evergreen](#) [Cost / conv. > £125.00](#)

Columns

Columns are another cross advertising platform feature that shows pre-determined metrics. Columns can be edited on all tabs within the engine interfaces. You can add data such as assisted conversations, competitive impression share metrics, conversion data calculations, and more. Columns act as a great way to customize the interface and view for your goals and analysis needs.

Modify columns

✓ Custom

Bid Changes

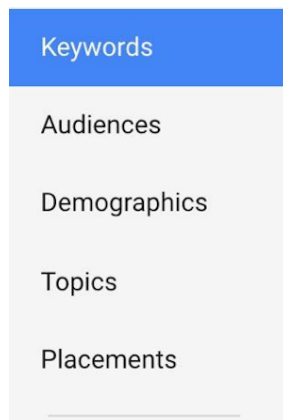
⌂ ☰ ⋮

Display Network



The Display Network is a great way to drive a larger volume of traffic than Search. Average cost per clicks tend to be less expensive on the Display Network, but the traffic isn't always as qualified. It's important to test all of the Display Network targeting options to ensure quality traffic is coming in.

Targeting Options



Display Keywords

Using keywords on the Display Network is called contextual targeting. These keywords match your ads to websites with the same themes. For instance, the Display keyword “shoes” will match to any website that Google deems is related to shoes. These keywords aren't used as literally as Search keywords, and they're all considered broad match. Keywords in an ad group act more like a theme. Display keywords can be used alone, or you can layer them with any other targeting method to decrease scope and increase quality.

Placements

Placements are the sites on which your Display ads are shown. You can opt to let Google Ads choose placements based on your targeting methods, or you can choose to manually select placements for your ads to appear. Manually selected placements are called “Managed Placements.”

One common way to manage Display campaigns is to pull regular placement reports, in which you identify both great and poor performing sites. You add the sites with great performance to your “managed placements” to ensure you're capturing a high share of impressions on that site, and you exclude the poor performing placements.

Remember, depending on your targeting methods, the placement might not be that important. If you're targeting the user through interests or remarketing, the placement is just where that user visits. Of course, some sites will still perform better than others, but keep in mind which targeting method you're using when evaluating placement performances.

Topics

Display Topics are themes you can select, which Google will then use to find sites that match that theme to display your ads. Topics work in much the same way as Display keywords, except that you select the theme instead of creating a theme with your own keywords. You also have keyword level bidding with Display keywords, and only Topic level bidding with Topic targeting. Placement reports for Topic targeting should evaluate if the site actually matched the intended theme for the placement.



A way to determine which Topics to target is by deciding which themes match the services or products you are marketing. However, if you have less of a direct response goal and more of a branding or impression goal, you could also select Topics that you believe your targeted audience would be interested in.

Search by word, phrase, or URL	Q	2 selected	CLEAR ALL
<input type="checkbox"/> Books & Literature	▼	Finance	✕
<input type="checkbox"/> Business & Industrial	▼	Financial Planning & Management	
<input type="checkbox"/> Computers & Electronics	▼	Finance	✕
<input type="checkbox"/> Credit & Lending	▼	Credit & Lending	
<input type="checkbox"/> Financial Planning & Management	▼		
<input type="checkbox"/> Grants, Scholarships & Financial Aid	▼		
<input type="checkbox"/> Insurance	▼		

Interests

Interests are very similar to Topics. In fact, they are the same themes. However, the key difference is that Topics target websites and Interests target users. Google gleans user interest based on browsing history or self-selected interests if they're logged in to their Google account. This allows your ads to appear on whatever site someone with your targeted interests is on, even if that site isn't related.

All audiences:	
Affinity Groups of people based on their long term interest	>
In-market Consumers actively researching products	>
Remarketing People who previously interacted with your business and similar audiences	>
17 selected	

Demographics

Demographic targeting allows you to take an audience centric approach to ad delivery. This allows you to either adjust bidding or limit your audience based on characteristics that can change purchase intent such as age, gender, parental status, or household income. Gender targeting works similarly to interest targeting. It targets the gender of the user based on information Google has gleaned from their browsing history or their self-selected gender if they're logged into Google. If you are marketing a service/product that has different performance by gender, this option is a great one to test.



<input type="checkbox"/>	<input checked="" type="radio"/>	Gender	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	Female	GDN - US - Remarketin...	Booking started - Non-...	Eligible	£2.00	251	170,892	0.15%
<input type="checkbox"/>	<input checked="" type="radio"/>	Female	GDN - US - Remarketin...	Loyal visitor - Non-con...	Eligible	£2.00	237	63,498	0.37%
<input type="checkbox"/>	<input checked="" type="radio"/>	Male	GDN - US - Remarketin...	Booking started - Non-...	Eligible	£0.75	135	83,838	0.16%

Age

Age targeting works the exact same way as Gender targeting, except it targets the user's age instead of gender. With both of these demographic targeting methods, you'll want to exercise caution. There are many situations, such as a family computer, in which Google could be wrong about their gleaned demographics.

<input type="checkbox"/>	<input checked="" type="radio"/>	Age	Campaign	Ad group	Status	Max. CPV	Clicks	Impr.	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Search - US - Brand - E...	Icelandair	Eligible	—	22,060	63,896	34.52%
<input type="checkbox"/>	<input checked="" type="radio"/>	25 - 34	Search - US - Brand - E...	Icelandair	Eligible	—	7,989	24,640	32.42%
<input type="checkbox"/>	<input checked="" type="radio"/>	45 - 54	Search - US - Brand - E...	Icelandair	Eligible	—	7,512	18,358	40.92%
<input type="checkbox"/>	<input checked="" type="radio"/>	55 - 64	Search - US - Brand - E...	Icelandair	Eligible	—	7,370	16,801	43.87%
<input type="checkbox"/>	<input checked="" type="radio"/>	65+	Search - US - Brand - E...	Icelandair	Eligible	—	6,324	14,327	44.14%

Parental Status

Rounding out the demographic targeting options is the newest addition, "Parental Status". This option targets users based on if they have children, which can be a huge win if you're marketing a product or service to parents, like selling baby furniture.

<input type="checkbox"/>	<input checked="" type="radio"/>	Parental status	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Not a parent	Eligible	358	226,346	0.16%	£1.61	£575.40	2.00	£287.70
<input type="checkbox"/>	<input checked="" type="radio"/>	Parent	Eligible	77	48,629	0.16%	£1.70	£130.91	1.00	£130.91
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Eligible	20	15,493	0.13%	£1.15	£22.93	0.00	£0.00

Ad Options

Responsive Ads



Responsive ads are text based promotions that fit just about any ad space available. The combination of text and supplied imagery can show as native ads which boost your impact by blending into a publisher's website. Reach is also extended as specifications are dynamically altered to meet a given placement's requirements.

Select an ad group

Add your own images, or use our free library.

IMAGES

Short headline 0 / 25

Long headline 0 / 90

Description 0 / 90

Business name 0 / 25

Final URL

Preview

Short headline

Description



Business name

Example of your responsive ad in a text format

Play previews

Next preview

Image

Image ads are the more traditional Display ads, since they are unique to this network. You can upload your own image ads through either the interface or Google Ads Editor. Note there are variety of images sizes that can be utilized across the Google Display Network. Confirm file size and image resolution prior to upload in order to ensure no errors exist.

For effective image ads, call-to-actions should be explicit. Including prices, promotions, and exclusives is effective as well. Testing different engaging images and ad sizes will be important when using image ads.

Remarketing

Basic Remarketing

The theory of remarketing is that users who have visited your site are both more likely to convert upon visiting again and less likely to click your ad a second time if they aren't already considering converting.

The remarketing code lives under the "Shared Library." You'll place that code across all pages of a site, and then set up remarketing lists to target based on what page(s) users did or did not visit, or based on the dates they did or did not visit a page or set of pages.

You can create combinations of remarketing lists. For instance, if you have a subscription-based service that needs renewal every 30 days, you could create one list for visitors of your "thank you" page that lasts 30 days and another that lasts 60 days. You could target the one that lasts 60 days while blocking the 30 days one.

This would target people who have visited the "thank you" page 30-60 days after that conversion, and you could use ad copy like "time to renew your subscription."



Another classic example of a custom combination is targeting people who have visited the cart of an eCommerce site, while excluding those who have already purchased an item. This strategy allows you to target people who came close to buying, but didn't. They are often persuaded into purchasing with an ad that gives them a bit of a discount or free shipping.

Ad copy for the Display Network will be written similarly to ad copy for the Search Network. It needs to be compelling, have a call-to-action, and specifically lets users know what your product/service is. The more related to your landing page, the better your Display quality score will be.

Dynamic Remarketing

You must have a Google Merchant Center to utilize Dynamic Remarketing. You link this feature with your Merchant Center data feed, and it can use product images and information to customize ads with products users have viewed.

You can customize dynamic ads with the style elements of your brand, or simply upload your logo and auto-optimize layouts through Google Ads.

Remarketing Lists For Search Ads (RLSA)

Remarketing Lists for Search Ads (RLSA) work like Display remarketing in that it targets previous site visitors based on one or more pages they did or did not visit. You can create custom combinations here as well.

However, we are targeting users through Search instead of Display.

The implications here are that you could use more broad keywords and higher CPCs if you know the audience is more qualified. For instance, an eCommerce site might want to bid on "Christmas Gifts" if users have already been to their site and added an item to their cart.

To set-up RLSAs, you simply need to navigate to the "audiences" tab in your Search campaigns. Here, you can manage remarketing audiences, both positive and negative, and their bids.

AUDIENCES

EXCLUSIONS

0

Sep 18, 2017

<

Dynamic Search Ads

Dynamic Search Ads use your website to dynamically create ad headlines and landing pages to target relevant searches automatically. So, if you have a section of your website dedicated to purple shoes and someone searches about that, they'll be served a purple shoes ad that takes them to the most relevant page.



Theoretically, advertisers with a ton of different pages, such as large eCommerce sites, could use this ad type to fill in the gaps where they haven't specifically target with keywords.

You'd avoid cross-contamination of search queries by placing all non-low search volume keywords currently enabled in your account as negative keywords to your Dynamic ads.

You would select this campaign type in the settings in order to create. You'll need to ensure you create a dynamic ad type as well. You can write your own ad copy and allow Google Ads to create a dynamic headline and landing page.

You can focus on your targets so you can write targeted ad copy and bid/budget appropriately. You can do this based on categories, URLs, page titles, or page content. For example, you could set a target for all URLs with "purple-shoes" in the string. That would allow you to know all searches and ads will be about purple shoes, so you could write ad copy and bid accordingly.

You'll want to exclude pages on your site that you don't want used for ads. For example, any pages that include the words "out of stock". You would use the "+ Exclusions" button under the dynamic ad targets sections of the auto targets tab.

Conclusion

This guide gives you a great start in the world of PPC. It touches on everything you'll need to start or get into soon after launching your PPC accounts. However, the unofficial motto of the PPC world is "always be testing." Make sure that you test different features and strategies for your account. Every account is unique, and will have its own reactions to different features and strategies. Of course common practices exist because they're considered to work the best for most accounts, but you'll never know until you test.

21.1 Remarketing

Remarketing in Google Ads consists of static images, animated images, video, responsive ads, and text ads that are placed on the Google Display and Google Search Network. What makes remarketing different from standard Display and Search advertising is the targeting. Remarketing consists of using a special tracking code to place cookies on the browsers of people visiting your website, and then serving ads to those with that cookie, specifically, on the Display and Search network. It can be a very powerful component of a [PPC](#) campaign.

The main point with remarketing is that you want to find those people who have shown enough interest in your products or services to visit your website. These people are more likely to perform whatever activity you're considering a conversion compared to people who have not yet been to your website.

Remarketing strategy can be broken down into the following:

- **Type of remarketing** – search, display, video, dynamic, etc
- **How to segment** website visitors into separate audiences
- **What to test** when remarketing
- **How to optimize** these remarketing campaigns.



In this guide, we will delve into these topics and give best practices based on experience and Google recommendations.

Google Ads Remarketing Options

- [Standard remarketing](#) – This Google Ads feature allows you to show ads to your past visitors as they browse websites and apps on the Display Network.
- [Dynamic remarketing](#) – A feature of Google Ads that lets you show ads, to past visitors, of any products or services that they viewed on your site
- [Remarketing for mobile apps](#) – If someone used your mobile app or mobile website, Google Ads will let you show ads to them when they use other mobile apps or are on other mobile websites.
- [Remarketing lists for search ads](#) – This Google Ads feature is also known as RLSA. It enables you to target past visitors on the Search Network. You can target and customize search ads for these past visitors while they search on Google and Google’s Search partner sites.
- [Video Remarketing](#) – Google Ads will allow you to serve ads to people who have interacted with your YouTube channel or other videos. You can serve them ads on YouTube or through Display Network videos and websites.
- [Email list remarketing](#) – Also known as Customer Match, if you have a list of emails from your customers, you can upload them to Google Ads. This feature enables you to serve ads to them if they are signed in to Google Search, Gmail, or YouTube.

Selecting Your Audiences

The very first step to remarketing, like most things in paid advertising, is to analyze your data and develop a strategy. You’ll need to decide which site visitors you would like to retarget with ads. These groups, the ones you want to target separately and the ones you don’t want to target at all, are audiences. There is an infinite number of ways to target these audiences, including:

- Based on the product page visited
- Based on visiting a certain page of your checkout process
- Based on *not* visiting a certain page (like a “confirmation” or “thank-you” page)
- Time on site
- Number of pages visited
- Demographic targeting
- Geographic targeting

There are also custom combinations, which we’ll describe more in detail later, which allow you to target people who visited one page without visiting another. The strategy here would be, for example, to target people who visited the first page of your checkout process without hitting the thank-you page. This would mean targeting users who were interested enough in your product to add an item to their cart, but for whatever reason didn’t complete the process.

You can target any audience based on URLs. If you have a “thank-you” page after people submit their email address for signing up to get more information or register to see a special deal, you could use the URL of that thank you page for a remarketing list.

Here are some possible steps you can use as you’re getting started:

- Think about all the URLs you want to target on your site and make a list in Excel. Name the audience and list the URL for reference later.



- Include all the ideas you come up with for custom combinations of audiences
- If you have Google Analytics goal funnels set up, use the data gathered to analyze and find points in the consumer funnel to remarket
- If you don't have Google Analytics funnels set up yet, here's a blog article we wrote about how to do that [here](#).

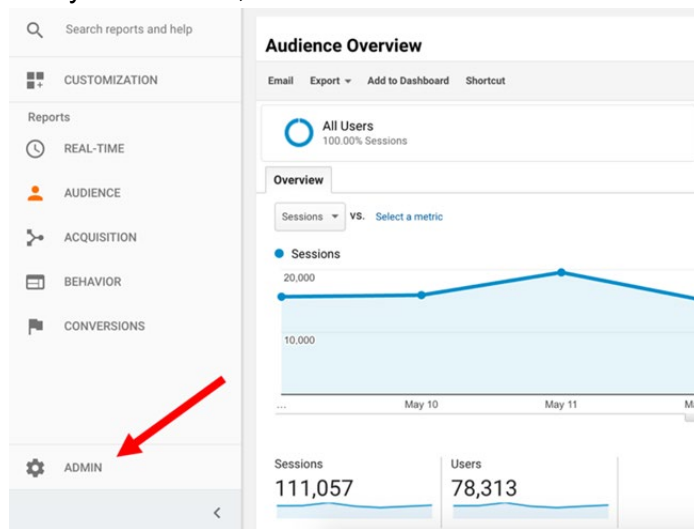
How To Set-Up Remarketing Codes

If you have a Google Analytics account, you don't need to update [the code](#), at all! You simply need to change a setting in the Admin section of GA. Go to Admin > Tracking Info > Data Collection. Toggle the Remarketing button.

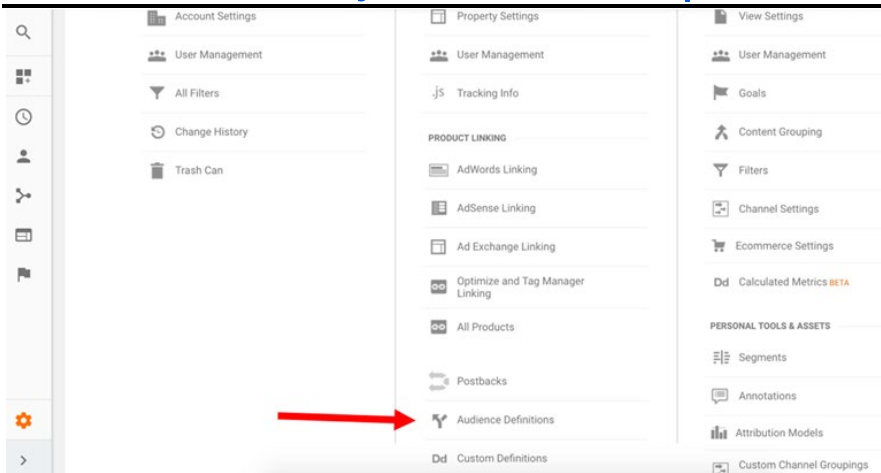
If you don't have one, we suggest you get one but we'll describe how you can still generate a tracking code in Google Ads. The reason you want a remarketing code from Analytics is the cool feature of being able to set up remarketing lists based on goals instead of just pages visited. You could set one up for people who have visited at least 4 pages, spent at least 5 minutes on your site, etc.

Create Remarketing Lists In Analytics

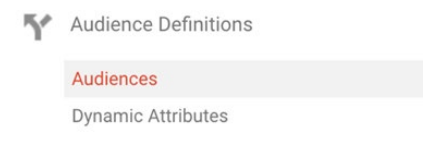
If you're using Google Analytics to remarket, here's how to set up that code. Once you're in your Google Analytics account, click to the "admin" section.



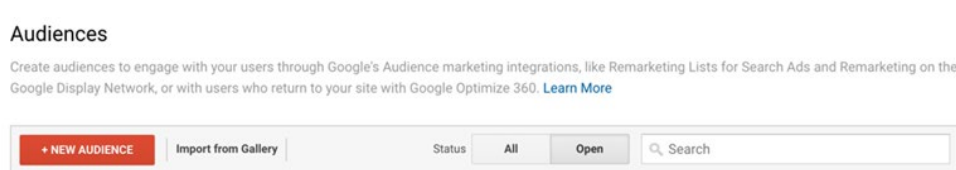
Click the link labeled "audience definitions". If you don't see anything that says audience definitions, there is a chance you're not logged in under a user that's granted admin access to the Analytics account you're in. If that's the case, get access and check back here.



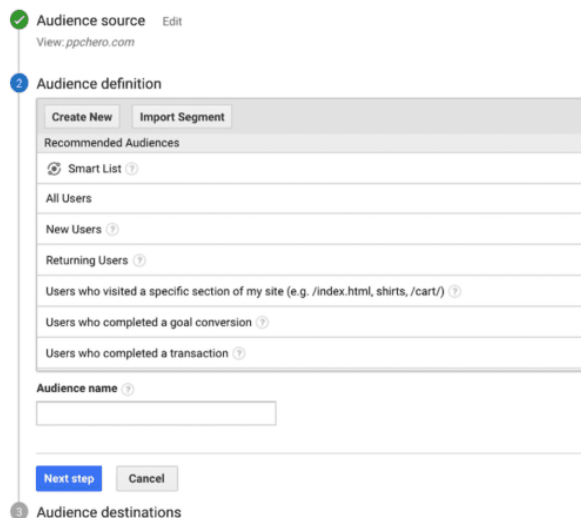
Click the button that reads “audiences”.



Click on the “new audience” button.



These options include naming your list, choosing an Analytics profile and Google Ads account to use with your list, specifying the type of remarketing you want to opt into (all visitors or those that visit certain pages), and the ability to modify the membership duration.



You'll want to name your list whatever your intention is. We'll get more into custom combinations later, but you could name it “All site visitors,” “cart abandoners,” etc. We'll discuss custom membership duration later. After you've made your audiences, you will also need to take care of a few additional items.



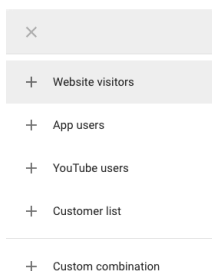
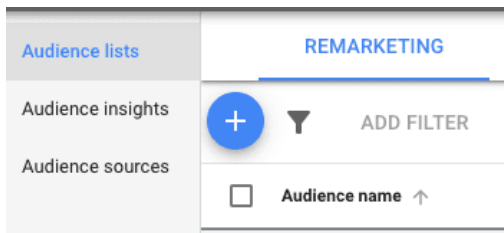
- Have at least one active [Google Ads](#) or [Display & Video 360](#) account that is [linked to your Analytics account](#) (admin access required)
- [Agree to the Analytics Terms of Service](#)
- Adhere to the [Policy requirements for Analytics Advertising Features](#).
- [Enable Remarketing and Advertising Reporting Features](#).
- Update your [privacy policy](#) and include an appropriate description of your use of remarketing in online advertising.

Now, if you don't have Analytics, don't have admin access to it, and/or don't want to agree to the terms of service, you can still create and manage remarketing lists directly in Google Ads.

- Create Remarketing Lists Directly In Google Ads

SHARED LIBRARY

Audience manager
Bid strategies
Negative keyword lists
Shared budgets
Placement exclusion lists





Audience name
Audience name

List members
Select the type of visitors from which you'd like to create an audience. [Learn more](#)

Visitors of a page

Visited page
Include people that visited a page with the following rules

Match any rule group

A visited page must match every rule in this group

URL
contains
AND

OR

Initial list size
Include people from the past 30 days

Membership duration
30 days

Description
Add an audience description (optional)

How To Choose Your Membership Duration

The membership duration is how long you'd like to store a cookie in someone's browser. There are many different strategies for selecting membership duration. You want to think about your business and your goals when selecting membership duration. They can last up to 540 days.

- Do you have an e-commerce site that people only buy from once every three months? You should extend your membership duration to 90 days.
- Do you have a service that requires people to sign up again after 30 days? Try a 60-day membership so you know they're getting heavily targeted if they forget to renew directly after 30 days.

Another item to keep in mind is that you are always at risk of annoying people if you show them your ad too often.

Frequency Capping

Another feature, in a similar vein to membership duration, is frequency capping. This feature can be found in the Settings of a specific campaign.

Frequency capping
Limit how many times your ads show to the same user

☐ Let Google Ads optimize how often your ads show (recommended)

☒ Set a limit

Limit impressions for the whole campaign
to 7
per day

CANCEL SAVE

This feature allows you to limit how often an individual user can be shown your ad during a specified period. Keep in mind that if you show your ad too often to users, there is a possibility that you will cross the line and they will become annoyed by your product or service. You don't want this to happen with your ads and your remarketing audiences, so pick a frequency cap that seems appropriate for your goals. If your typical customers have a long time between conversions, you'll need fewer impressions to gently remind them of your brand again from time to time.

If your business is built for repeat customers, you may want to focus on impressing as much as possible. For instance, restaurants like Jimmy John's ideally want people to order their sandwiches every single day. They're



not going to care about burning someone out, as it's feasible that someone could order from them multiple times in a week. Repeat business is important to them, so they show ads to users constantly.

The main point is to pick a frequency cap that makes sense for your business goals.

How To Set-Up Custom Combinations

You can set-up custom combinations in the Shared Library in your Google Ads account, via the Remarketing tab where you set up your Google Ads-based remarketing.

Create a new audience, but this time it will be a Custom Combination.

The screenshot shows the Google Ads Remarketing interface. At the top, there are tabs for 'REMARKETING' and 'CUS'. Below the tabs, there is a list of audience types: 'Website visitors', 'App users', 'YouTube users', and 'Customer list'. A '+ Custom combination' button is highlighted. Below this, a modal window titled 'Audiences to combine' is open. It contains a search bar, a list of audience types (Website visitors, Customer list, Similar audiences), and a 'None selected' message. A 'DONE' button is visible in the top right corner of the modal.

If you want to target users who **hit the first page of your checkout process without** reaching your order confirmation page, then you would want to set up a custom combination.

Select the remarketing audience you've set up for people who hit the first page of your checkout process. You can do this by creating a new remarketing audience and using the URL of that page. Then, select "none of this audience" and select the remarketing audience you set up for people who have hit the thank you page. You can also select anyone who has converted. Save this, and then select this custom combination as your audience in the ad group you've created for this audience.

The screenshot shows the 'Audiences to combine' selection screen. It has a search bar and a list of audience types. The 'None of these audiences' option is selected, indicated by a blue highlight.



You can also build custom combination audiences with the following audience types:

- Customer lists (Customer Match)
- App users
- Video users
- Similar Audiences

The main takeaway is to think about what could work for your website and test all viable options!

- When Custom Combinations And Membership Duration Meet

One strategy that can work well for advertisers is what's called delayed targeting.

We'll start with an example. This is a client that is a subscription-based service. Some members elect to pay on a month-to-month basis. So, we decided to make an audience that targets people who have converted with member duration of 30 days. We made another identical audience, but for 90 days. We then made a custom combination by making the 90-day member duration our target and excluded the audience for 30 days. This means we're targeting people who have converted, 30-90 days after converting.

Membership duration will also intersect with the messaging in your ads. If you have offers that give users a seven-day free trial, you could target converters starting seven days after their initial conversion.

You know your sales cycle better than anyone, so think of creative ways you can make the most of the targeting that remarketing affords you. Users think of your brand 30, 90 or even 180 days after being introduced to it initially. Adjust your messaging accordingly.

How To Optimize Remarketing Campaigns

Optimization in remarketing comes in a few different forms:

- **Ad testing**
 - Strong branding may work well in your ads. Start here as a control, but experiment with other messages. Treat remarketing ads similarly to how you would treat other ads, just keep your audience in mind. These users are already familiar with your brand, so you may need to go a bit further to win them back to your site. Experiment with different offers, calls to action, images and everything else you can think of.
- **Custom combination testing**
 - We mentioned earlier that you may find different results when combining various remarketing categories and similar audiences. Keep testing and find what works best for your account. Experiment with different combinations of cookie lengths. Messaging for visitors that visited between 7 and 30 days ago may very well end up not working for users who visited between 30 and 60 days ago.
- **Frequency cap testing**
 - You don't want to be too annoying, but you also want to maximize the number of interested visitors that visit your site. Monitor your audience size in combination with the number of impressions your remarketing ad groups get. Maybe your cap is too high and you aren't limiting anything at all. Maybe you're setting it way too low and you're severely limiting your ads' exposure.
- **Bid testing**
 - Impression share is something worth monitoring in a remarketing campaign. You're following users and not sites, so if you get to 100% IS you may be annoying some of those users. Monitor your bids both for cost-effectiveness and return on investment, but also for impression share.



- **Landing page testing**

- The user that you are bringing back to your site already has a certain level of familiarity. You should experiment with sending them to the same page and somewhere completely new. Is your messaging catered to someone who has been there before? Are you asking questions on the landing page that a previous site visitor would already know the answer to? Test to find out which type of content connects most strongly to previous visitors.

While your results may vary, we've found the most success with remarketing ads when they are brand focused. This is because the people you're targeting are familiar with your website. They might not pay any mind to a random creative advertisement, but they may be much more likely to notice an ad that's touting a brand that they know. This is especially true if you plan on testing special offers for remarketing visitors. They may not notice a discount or sale if they don't notice that it's for a site they've visited already. Our best advice is to start with ads that match your website and your brand as a control set of ads and test from there.

For the most part, you can probably direct remarketing visitors back to wherever they came from. If they got a remarketing cookie from a product page, it's probably safe to land them back on that product page. However, if you're planning on offering specials to them, you'll want to create a custom landing page that reflects that deal. If they come back to the site and don't see anything about the deal they were promised in the ad, they're likely to bounce.

It's a bit tricky to do placement exclusions for remarketing. If you're not familiar with what we mean, placement exclusions happen when you download a placement report and decide which sites your ads are performing poorly on that you should block from showing your ads. This is a very easy task when you're dealing with topics or contextual marketing on the Display Network. Then, you can look at performance and relevancy at face value. However, with audience targeting, such as remarketing or interest category marketing, then you're targeting the person who happens to be on that website. Content relevancy of the page itself may not be as important in a remarketing campaign as it will be in other Display campaigns.

So, what do you do? You'll still have websites that perform poorly, and you should still exclude them. Even though we're targeting people who visited your website, some sites with ad placements attract the wrong people (i.e. people who don't want to give you money) more than other sites, display your ads in such a way that invite accidental clicks, etc. We recommend being more tolerant with your remarketing placement performance. Give those sites as much tolerance as you can within your goal margins.

Remarketing is a powerful targeting method on the Google Network. By tailoring your ad copy and bids to the highly specific audience you're going after, it can show a tremendous return in your accounts.



22 Phone, Text, and SMS

Here are a few great tips to executing an outstanding direct text campaign.*

1. Keep it personal.
 - a. “Hello [FIRSTNAME], the new shampoo we’ve all been waiting for just hit the shelves. It will sell out fast, so as a VIP customer, we’re giving you a quick heads-up. Did you want to reserve yours?”
 - b. People want to feel listened to and important. Use a first name variable in your text message and connect with your audience on a personal level by using their name. This will help cultivate more solid customer relationships and build raving fans when they respond to your text and you’re able to continue a personal conversation with them through your shared inbox.
2. Keep it professional.
 - a. If you’re sending a message from a business to a client, it’s important to keep the message professional and skip the abbreviations such as LOL, B4, C U L8r. This cheapens your brand image. Once you learn how to write clear and concise messages, you won’t have to worry about how many character spaces you’re using.
 - b. In cases where you’re using Person-2-Person Texting to manage coaching groups or leadership groups that you’re closely connected with, this would not apply. In that case, it’s important to keep your message in line with your own personal branding.
3. Keep it relevant.
 - a. Make sure that your Text Message Marketing is in line with your branding and relevant to the customer’s experience. It’s often best to segment your customers into different lists depending on their buying habits or participation in your organization. Are they a VIP customer? Do they normally use your services or purchase your products? Are they in a coaching group or do they volunteer with your organization?
 - b. By keeping the message relevant, your audience feels connected and there’s less of a possibility that your message will be marked as spam.
4. Spice it up with a picture.
 - a. Have you heard that quip, “A picture is worth a thousand words?” Consider using a picture to grab attention and immediately give your customer a birds eye view of your message within seconds. Take the opportunity to add value by sending a coupon or running a contest.
 - b. One benefit to sending an MMS message (picture message) is that your character limit increases to over 600 characters, so it allows the use of more words to get your message across.
5. Keep it short and to the point.
 - a. People have so many messages, emails and various forms of marketing thrown in front of them every day, and we have only a few quick seconds to grab their attention.
 - b. In addition, with text message marketing, unless we’re using a picture message, we’re limited to about 160 characters that can be used in a single message. So in order to capture our audience’s attention and deliver our message, it’s important to keep the message as concise as possible.
 - c. Take time to cut out any extra unneeded phrases. Reword sentences to use the least amount of characters as possible so your audience understands the point of the message and knows what action to take as a result.
6. Use a clear call to action.
 - a. What is the point of this message? What response are you hoping to receive from your audience? It’s important to remove any mystery so that the required action is clear.



- b. If your call to action is to create engagement with your audience, then end your text with a question. For example, if you run a coaching business and you want to schedule your weekly check-in with your customers, your text may look something like this:
 - c. “Hi [FIRSTNAME], checking in to see how last week went for you. Were you able to reach the goals we set last Monday? What were your biggest struggles and wins?”
 - d. Or if you’re letting customers know about a new product launch:
 - e. “Hey [FIRSTNAME], giving a quick heads up that our newest workout program just launched. Last time it sold out fast, so I wanted to reach out quick. Did you want to reserve your copy?”
7. The magic is in the follow-up.
- a. Once your message is sent, stick around. Check your shared inbox to respond to messages as they come in. This is where relationship-building takes place and where you could turn customers into raving fans.



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Poster Stands and Boards
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Dry-Erase Poster
Write It. Wipe It Off. Write it again. Wipe it Off again...and so on. Dry-Erase Posters, Boards or Stickers.



24 Product or Customer Reviews

[Hubspot](#) – Let me ask you a question: When thinking about purchasing a new product, who would you trust more?

1. A salesperson who profits directly from a purchase like yours or...
2. A customer who has experience with the product you're considering and can give you an honest review

I pick the latter — and I'm not alone. Did you know that [only 3% of consumers consider salespeople and marketers to be trustworthy?](#)

So, where do you think *your* consumers turn for the truth about your products and services? Customer reviews.

People consult reviews and testimonials to determine whether or not they trust a product, service, and even a seller. In fact, buyers read [seven reviews on average](#) before deciding to trust a business.

1. [Download Now: 20 Review Response Templates](#)

Customer reviews and testimonials are easier to find than ever, especially with social media and online review sites. Let's take a look at why and how customer reviews and testimonials impact consumers and businesses of all sizes.

What is a customer review?

A customer review is a written reflection of a customer's experience with and feedback on your company's products or services. Reviews are found on sites such as Google Reviews, Amazon, Yelp, and social media. Consumers use customer reviews during the purchasing process to understand how your product works and if it's worth the investment.

Most everyone can publish a review online, and these reviews can contain good information, negative experiences, and sometimes even fake content about your business.

Since they're posted on third-party sites and from real users of your products, consumers view these reviews as a reliable source of information. In fact, customers find online reviews to be so helpful that [85% of consumers](#) trust them as much as personal recommendations.

Customer Review Sites

There are many sites where consumers can leave their reviews. These include broad customer review sites, such as Google Reviews, Facebook, and Yelp (where any business can be reviewed), as well as industry-specific customer review sites, such as [TripAdvisor](#), a travel-related review site, [Zomato](#), a restaurant and food-related review site, and [G2 Crowd](#), a site dedicated to software reviews.

Let's dive into two of the more broad customer review sites that people use: Google Reviews (which is part of [Google My Business](#)) and [Yelp](#).

Google My Business Reviews (a.k.a. Google Reviews)

Google Reviews [is currently the most commonly used platform for customer reviews](#). This is because ... well ... it's Google. All types of businesses can be reviewed and rated on a 5-star scale.



How to Set Up Your Google My Business Profile

With the help of a [Google My Business](#) profile, anyone can create a presence for their company so it can be found via Google search.

To receive Google Reviews, businesses have to complete a Google My Business profile (for more details on this, [check out this page](#)). Not only is it simple to set up your business profile on Google, but it's also exceptionally easy for customers to review your product or service.

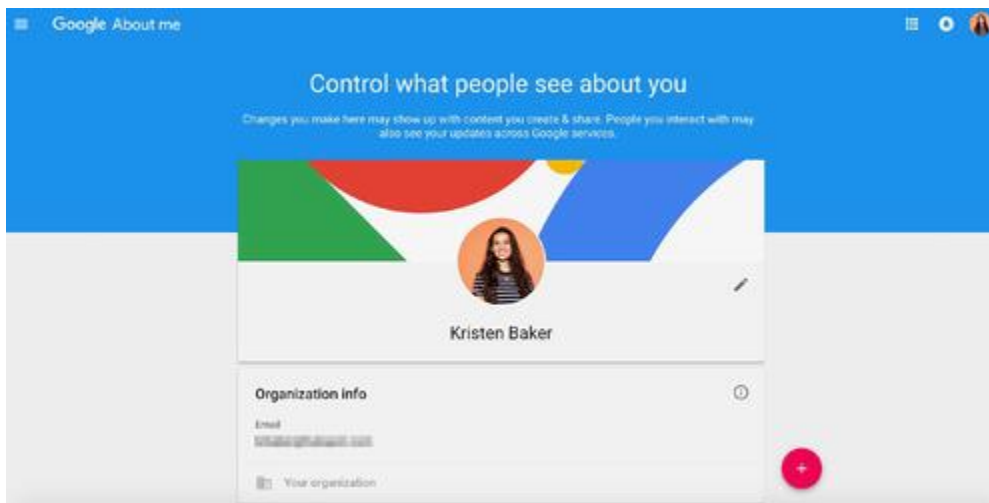
Once you set up your profile, you need to create a [review link](#) so customers can write about their experiences or give you a rating based on a five-star scale.

Make sure you have both a link to your reviews that consumers can find through a Google search as well as a link using the [Place ID Lookup tool](#). With this, customers can write a review by simply looking up your company or searching for your location on Google Maps.

How to Leave a Review on Google

If you are the reviewer and are hoping to leave information about your experience on Google, all you need to do is provide your first and last name. Google does not allow any reviewer to remain anonymous. Anyone can see your name along with your review, as well as any other reviews you've left and photos you've added to Google Maps.

If you have a Google account already, you have an ["About Me"](#) page that Google My Business will link to your reviews. Here's mine:



Google requires you to give this information for three reasons:

1. It makes your review more legitimate to those reading it.
2. People are typically less likely to lie when their personal information is attached to something.
3. It gives credibility to your review.

How to Respond to Google Reviews

You may be asking yourself, "What if someone still decides to leave a fake review about my company?" Or, "What if I want to respond to a positive or negative review?" Google helps you out with all of this.



Responding to reviews is very straightforward. Find the original review you want to respond to and click *Respond*. Users must be signed into their Google accounts to do this.

Although you can't remove negative reviews, Google will remove reviews that do not meet the requirements of their [User Contributed Content Policy](#). Some of the reasons that a review may be removed include hate speech, fake comments, spam, illegal information, a conflict of interest, and [more](#). If you notice something Google doesn't, you can [flag the review](#), and they will check the content and remove it if necessary.

How to Optimize your Google My Business Profile

Now that you see how popular and important Google Reviews are for all businesses, you may be wondering how you can optimize your Google My Business profile. After all, reviews are just as necessary for your business to improve as they are for customers to make informed decisions.

Here are some ideas for [optimizing your Google My Business profile](#) to get more customer reviews and (hopefully) positive interactions:

- Complete all information on your Google My Business Profile. Otherwise, consumers can go in and “suggest” their own edits. These can go live without you receiving a notification or update. Log in to your account regularly to review updates and make sure nothing is changed without your permission.
- Create a Google My Business [Post](#). These are like mini advertisements within your Google profile that give people an idea of what you sell or the service you provide.
- If you provide services, add a [booking button](#) so they can schedule an appointment or meeting with you efficiently.
- Ethically ask for reviews from customers. Don't ask a friend to write you a super positive review just so you can have it on your site. If a legitimate customer finds out, why would they want to trust you in the future?
- Engage with customers and reviewers under the “Questions and Answer” section. Express gratitude for compliments, and thoughtfully respond to those who had a poor experience. Make your customers feel like you care about them no matter what they have to say about you.
- Allow reviewers to add photos and videos of your office, store, or restaurant. This adds a personal touch to their reviews. It also makes their reviews even more credible.
- Add your services or menus to your profile. You don't want to lose a potential customer because they can't locate your services and prices fast enough.

Due to the popularity of Google Reviews for consumers and the importance of actually ranking on Google businesses, this is an exceptionally powerful and important tool for every company.

Yelp Reviews

Another popular customer review site is [Yelp](#). Yelp can be used for reviewing any kind of business or service. Consumers can write reviews and rate their experience on a 5-star scale, similar to Google My Business Reviews.

One unique feature of Yelp Reviews is that the website instructs companies on how to use both positive and negative reviews to their advantage and how to respond to these reviews. The way you react to a review or rating can make or break your business, which is why the training Yelp provides is a great bonus.

How to Set Up Your Yelp Business Profile



To create a profile for your company on Yelp, you'll have to start by [claiming your business](#). This is a free process that puts you in charge of any information that customers and reviewers can read on Yelp.

Visit the [Yelp Business Page](#) to start your claim. During the process, Yelp may contact you to make sure you are the rightful owner of the business. You definitely don't want just anyone running the content on your profile, do you?

Once you've created your profile and Yelp has given you the green light, you're able to update important profile information, add photos, respond to reviews privately or publicly, and track views and leads.

How to Leave a Review on Yelp

If you want to be a reviewer on Yelp, you'll have to create a free account. To write a review, click on the business you want to review through the search bar and begin writing. You cannot post anonymously on this site either.

Have you ever been in a situation where you had a really bad experience with a business or product and went online to write them a poor review ... then customer service impressed you by immediately contacting you and rectifying the situation?

You might then have felt obligated to write another review and retract what you said? Not a problem with Yelp! You can find your original review, click *Update* below it, and tell everyone on Yelp how the company listened to you and helped solve your initial issue.

A Word of Advice About Responding to Yelp Reviews

Yelp makes it easy to respond to customer reviews — just go to the original comment and click *Write Response*.

Keep in mind, however, that putting your profile on a customer review site means not everything is going to be a happy tale of a customer loving your company. If you get a positive review, then that's fantastic!

But whether or not you agree with what someone wrote, the way you react to criticism says a lot about your company's values and character. Remain positive towards all reviewers – and ask for more detailed feedback if you need it – no matter how frustrated you might be that this review is viewable to potential customers.

Like all review sites, Yelp gets its fair share of fake reviews too. The site has an automated review filter, which is part of their [Recommendation Software](#), that is used to weed out false information and spam. They also investigate all tips given to them by other reviewers and Yelp visitors to ensure only legitimate information is on the site.

For more information on other popular customer review sites and their features, [check out this blog post](#).

How to Ask for a Customer Review

Businesses of all sizes need reviews to gain new customers and build trust. But how do you get reviews? Sometimes, you just need to ask. Here are a few ways you can do that ethically and professionally.



1. Bring it up naturally in conversation.

If you're talking about your business with someone, or if they tell you how they feel about one of your products or services, ask them if they would be willing to write you a customer review.

Of course, don't force your mom to write a raving review of the product you sell (unless she *actually* uses and loves it ... and says she's your mom) since that would be a conflict of interest. All of your reviews should come from legitimate sources.

2. Ask in response to praise.

When someone tells you how much they love their purchase or experience, whether it's in-store, over the phone, or online, ask them to share that information in a review. Make it easy for them by providing a link to your business review page.

3. Send an email blast.

If your company has an email list, send a message that asks for honest feedback. Provide email recipients with easy-to-follow directions on how they can complete a review. And since the reviews aren't anonymous, you can always provide reviewers with a reward of some kind to say thank you!

4. Request a post-purchase review.

After a customer makes a purchase, ask them for feedback. Stores do this all the time — you often see a prompt to write a review or provide feedback at the bottom of your receipt.

For information on strategies to promote positive customer reviews, [read this blog post](#).

What is a testimonial?

Customer testimonials are honest endorsements of your product or service. Testimonials are posted on a company's website and used in marketing materials. They include information about someone's overall experience, how your products provided value, and highlight specific cases that help prospects feel confident about doing business with your brand.

All testimonials are unique, but they should always be [relatable, sincere, and specific](#). This is how your company builds credibility.

Wouldn't you feel more at ease spending your money on something that multiple people claim to love, versus a product that you can't find any relatable information on from another customer's point of view?

Customers trust other customers. That's why it is so important to have powerful testimonials that include buyers who can honestly promote your brand.

Your testimonials can include impactful and positive quotes from consumers, [a photo of the person who provided the testimonial](#), or a video of the person relating their experience. These techniques make your potential customers feel as though they can trust you and your company.

It's important to remember that each buyer is unique, and your testimonials should speak to each of your buyer personas. Every testimonial should highlight different types of people using your products or services in ways specific to their needs. This is because buyers want to know how people similar to themselves are using your product.



You can also create a case study highlighting your customer's story and obtain a testimonial during this process.

How to Ask for Testimonials

Now that you see the positive impact a great customer testimonial can have on your business, you may be wondering how you can get a few on your site. There are [techniques](#) that can help your business receive strong testimonials from relatable and personable customers.

1. Ask immediately.

Ask for testimonials from customers who have recently gotten value from their purchase. You want the information they give in their testimonial to be fresh, accurate, and as specific as possible.

2. Showcase the complete experience.

It's always great having a customer testimonial on your site that has information about their end-to-end experience. This shows customers how your product or service has resolved a challenge that another individual was experiencing.

3. Ask again.

If you ask for a review and don't get one, wait a couple of weeks and try again. There is no harm in sending a friendly follow-up email asking if they would like to share their experience. Who knows, maybe their purchase made a positive impact on their life in the last couple of weeks that they are now excited to tell others about.

4. Make it easy.

Tell your customers exactly how they can leave you a testimonial, whether it's written or in video format (we will discuss more about video testimonials shortly). Give customers guidelines on what they should include in their testimonial.

Looking for specific questions to ask customers who are completing testimonials for you? [Check out this post](#).

Video Testimonials

Video testimonials are a highly personal way of promoting your brand. When customers can actually see and hear other customers talk about their positive experience, it's significantly more compelling than just reading words on a page. It allows your potential customer to engage with a real customer who is similar to themselves – and it makes the testimonial more relatable.

[89% of marketers say video testimonials are the most effective content marketing tactic](#). So, why not give it a try?

Creating Video Testimonials



You can ask a customer to create a video testimonial the same way you would ask them to create any other testimonial. However, since you are putting them on screen, you'll need to consider a few additional aspects.

Will you travel or hire a production company to film the testimonial? Do you have the resources in-house to produce the video?

You want to make it as easy as possible for your customers to say good things about your business. By controlling the production, you'll be able to ensure the quality of the video and prompt them to get the footage you'll need to help build trust with your prospects, alleviate any doubts, and convince them that your services or products will solve their need. However, this can be a large resource commitment, and you may not have the budget.

There are tools available to help you create professional video testimonials on a budget. Apps (that require a subscription), like [Bravo](#) and [Nimbb](#), allow users to record testimonials with the webcam on their computers or smartphones and send them your way, so you can get them up on your site efficiently, without a hitch.

Why Reviews and Testimonials Are Important

Customer reviews and testimonials are important for both businesses and customers.

From a customer's perspective, reviews and testimonials help immensely during the decision-making process. They heavily influence how much a customer can trust a new brand or product, and even one negative review can sway a potential customer. Additionally, a business with no reviews raises a red flag; positive *or* negative, reviews are always beneficial in a customer's eyes.

From a business's perspective, reviews and testimonials help businesses understand why they are retaining or losing their customers. With reviews and testimonials, companies can make educated decisions about what needs to remain the same and what needs to change to be as successful as possible. Lastly, positive reviews help convert interested consumers and leads into buyers and loyal customers.

Customer Reviews and Testimonials in the Sales Process

A positive review or a powerful testimonial has the potential to convert a lead into a customer. With both reviews and testimonials, you can answer a customer's questions and show them how other people like them have used your product or service.

By using reviews, you are putting your customers first and selling by showing how others have gotten value from your products — it's no longer a pitch, but a conversation. Testimonials give consumers important information without being "salesy" and give potential customers the opportunity to do their own research and due diligence.

Adding Testimonials to Your Sales Deck

Adding customer testimonials to your sales deck can provide readers and potential buyers with the additional support they need to make a decision. In a sales deck, businesses typically include information that relates to prospective buyers' needs, possible solutions to the challenges they may be facing, and proof that your claims are accurate. Customer testimonials will help you do all of this.

Using Landing Pages for Your Testimonials



To make the biggest impact on potential customers, showcase all of your testimonials in one easy-to-find location, such as on a single landing page.

Check out HubSpot's [testimonial landing page](#) for reference. This highlights the variety of companies using our products and how they've each benefited differently. Also, notice how each testimonial is paired with a picture. Potential customers can put a face to the name and have a more personal experience.



If you're looking for specific testimonial examples and landing page examples, [read this post](#).

Start Collecting Customer Reviews

Remember: Customer reviews and testimonials are key to understanding why people are using your products — or maybe even why they found the experience less than stellar. This is just one more way to use feedback to improve your overall offerings and how you interact with prospects and customers.

To get as much accurate feedback as possible, businesses should encourage customers to write them honest and specific reviews. Companies should reinforce the positive feedback and respond to negative reviews with the goal of understanding how they could have done better and if there's a way to repair the relationship.

By encouraging customers to provide you with reviews and testimonials, you can better understand your audience's pain points, prove your value to prospects, and build the best possible experience for all your customers.



25 QR Codes

[Miranda Russell, Helcim](#) - Ecommerce tools have surged in popularity over the past nine months as businesses adjust to a changing economy and new consumer demands. Adding omnichannel retail and payment solutions makes your business more adaptable and resilient. In this series, we'll share the payment tools you need to get paid online.

QR Codes: Then and Now

QR codes are not a new piece of technology, in fact, the first QR code was used in 1994 by the automotive industry in Japan. While the codes have been used intermittently by businesses to link customers to websites or forms since then, they have experienced a rapid resurgence and wide-scale adaptation as a result of COVID-19.

As businesses look to reduce as many touch-points in their operations as possible, QR codes have been introduced in nearly all restaurant and food dining situations. They have been used to replace menus and in many cases ordering from a server. Today's smartphones no longer need a specific app to scan QR codes, the customer needs to simply open their camera and hover it over the code to trigger a prompt for the assigned link making them easy to use and accessible for almost everyone.

If you've gone out to eat or to pick up takeout in the past few months, you've probably seen these codes on business doors, signs, and tables. Businesses are finding creative ways to use QR codes at their retail location because of how easy they are to deploy and how effective they are in providing a contactless experience.

Why Use QR Codes?

With more customers looking for contactless payment options, QR codes are an easy way to remove touchpoints from your customer experience. Using QR codes replaces the need to deliver physical menus, pass payment cards back and forth, and share hardware with customers. Instead, customers can review your menu or products, place their order, and pay all from their own personal device and without enlisting as much help from your staff.

QR codes are also easy to deploy, they simply function as another way to direct customers to payment pages or online stores that already exist. By making it fast and easy for customers to pull up a URL, instead of having to type it in, you're improving their experience and empowering them at the same time.

The once humble QR code has proven itself a staple tool helping businesses in the food and beverage industry and for others who are looking to reduce touch-points in the payment process.

Top 5 Ways Businesses Can Use QR Codes

If you're thinking about implementing QR codes at your business but aren't quite sure how to do it, we've put together a list of the top five ways you can use QR codes to accept payments:

1. Offer Express Online Ordering to Customers

Restaurants, food trucks, and fast-service restaurants can all benefit from using QR codes. You can print unique codes for each table or seat in your establishment to keep track of orders as they are submitted. When customers sit down they simply scan the code on their phone to pull up your [quick order menu](#) and select their



items. Customers can submit their orders and pay in just one step, removing the need to deliver menus to the table or have a server take their order.

While removing touchpoints and creating a more contactless order experience for customers is one of the main benefits of using QR codes, additional benefits include reducing the demand on your servers and improving order accuracy as customers select and submit their own orders.

Food trucks can display QR codes on their truck window or on a sandwich board sign. The codes make it easy for customers to pull up menus and submit an order. This removes the need to accept in-person payments and lets you focus on fulfilling and delivering orders.

New health rules and city shut-downs limited the ability to dine in for a lot of people, however, it did open up an increased appreciation for pickup takeout orders with businesses adopting contactless pickup to try and fill some of the gaps from lost dine-in service.

Even now that many locations have been able to resume in-person dining, pickup orders are still popular. Between decreased capacity limits and cautious customers, it makes sense in many cases to continue to offer takeout. If you are offering takeout, displaying a QR code on your front door or window makes it easy for customers to [submit their orders online](#) and wait outside until their order is ready. This can help you streamline the flow of traffic in and out of your business without limiting how many orders you can accept at one time.

2. Accept Donations

Charities and nonprofits can benefit from using QR codes to [accept donations](#) as part of their regular business operations. Many charities most likely already have donation buttons on their website that link to [hosted payment pages](#), this makes printing a QR code for each of these pages an easy way to encourage supporters to make a donation. With fewer people carrying cash these days, having an easy way to submit a credit card payment increases the likelihood that they can raise the funds they need.

Less traditional uses for donation pages have become common due to the pandemic. These include fitness classes being offered by donation or outdoor drop-in events where social distancing is encouraged. These pop-up style events are all opportunities to display QR codes and let people know they can use them to submit a donation to support the business or organizer.

3. Encourage Tips or Gratuities

Many people working in the service and tourism industry rely on tips to supplement their income. With a decrease in businesses accepting cash, this could have a negative impact on their financial security. QR codes can provide another avenue to let customers know you're still accepting and grateful for tips while giving them a cash-free way to support your employees.

Adding a QR code to a tip jar or on your bar is an easy way to let customers know they can still provide tips without needing cash. You can link the QR code to a blank payment page where customers can choose the tip amount they want to include, or create a code for the denomination of your choice.

If you're using QR codes for online food ordering, one feature to look for is the ability to customize your tip options, so customers can include a gratuity with their order. Helcim provides different tip options to meet the needs of different businesses, including the ability to pre-select a recommended tip amount for customers.



4. Quickly Accept Payments for Services

As people adjust to the new normal, they want to resume activities they enjoyed before the pandemic. This includes outdoor activities and tourism-related items like visiting national parks, renting sporting equipment, renting kayaks or paddleboards, paying for parking when out in their cities, or resuming regular services at hair salons or estheticians. These are just a few of the examples where using QR codes can let individuals resume their normal activities while offering contactless payments.

If you run a business offering a service similar to the ones mentioned above, you can set up QR codes with specific amounts to make it easy for customers to pay at your business. If you're renting equipment or providing a service that requires a waiver, you can add the waiver to your checkout page for customers to review and accept when paying.

QR codes also remove the need to invest in hardware like a terminal or card reader, training your team on how to use it, and needing to keep track of it during the day.

5. Pre-Auth Customer Credit Cards

The ability to pre-authorize a credit card can be particularly useful for those in the hospitality business. Whether you are running a bed and breakfast or renting items to customers that require a credit card to be held on file, you can use QR codes to capture customer credit card information for future use or as a guarantee for a service you're providing. Simply create a QR code for a \$0 purchase to capture and securely store customer credit card information in your card vault. When you need to charge the card at a later date, you will be able to access the information and complete the transaction.

Final Thoughts

These are just a few of the ways you can use QR codes for your business. Due to the flexible options and ease of deployment, businesses can customize their options in endless ways. As more businesses continue to explore new online payment methods and adapt to the new business environment caused by the pandemic, we are sure to see creative new ways of implementing QR codes to better serve customers while continuing to accept payments.



26 Radio Commercials

Table 26-1: List of Radio Stations by Continent

	Continent	Countries					
1	Africa	Algeria Angola Benin Botswana Burkina Faso Burundi Cameroon Cape Verde Central African Republic	Democratic Republic of the Congo Republic of the Congo Djibouti Egypt Equatorial Guinea Eritrea Eswatini	Ethiopia Gabon The Gambia Ghana Guinea Guinea-Bissau Ivory Coast Kenya Lesotho	Liberia Libya Madagascar Malawi Mali Mauritania Mauritius Morocco Mozambique	Namibia Niger Nigeria Rwanda São Tomé and Príncipe Senegal Seychelles Sierra Leone Somalia	South Africa South Sudan Sudan Tanzania Togo Tunisia Uganda Zambia Zimbabwe
2	Asia	Afghanistan Armenia Azerbaijan Bahrain Bangladesh Bhutan Brunei Cambodia China	Cyprus East Timor (Timor-Leste) Egypt Georgia India Indonesia Iran Iraq	Israel Japan Jordan Kazakhstan North Korea South Korea Kuwait Kyrgyzstan	Laos Lebanon Malaysia Maldives Mongolia Myanmar Nepal Oman	Pakistan Philippines Qatar Russia Saudi Arabia Singapore Sri Lanka Syria	Tajikistan Thailand Turkey Turkmenistan United Arab Emirates Uzbekistan Vietnam Yemen
3	Europe	Albania Andorra Armenia Austria Azerbaijan Belarus Belgium Bosnia and Herzegovina Bulgaria	Croatia Cyprus Czech Republic Denmark Estonia Finland France Georgia Germany	Greece Hungary Iceland Ireland Italy Kazakhstan Latvia Liechtenstein	Lithuania Luxembourg Malta Moldova Monaco Montenegro Netherlands North Macedonia	Norway Poland Portugal Romania Russia San Marino Serbia Slovakia	Slovenia Spain Sweden Switzerland Turkey Ukraine United Kingdom
4	Americas	Antigua and Barbuda Argentina Bahamas Barbados Belize Bolivia Brazil Canada Chile Colombia Costa Rica Cuba Dominica	Dominican Republic Ecuador El Salvador Grenada Guatemala Guyana Haiti Costa Rica Cuba Dominica Honduras Jamaica Mexico	Nicaragua Panama Paraguay Peru Saint Kitts and Nevis Saint Lucia Saint Vincent and the Grenadines Suriname Trinidad and Tobago	United States Uruguay Venezuela Anguilla Aruba Bermuda Bonaire British Virgin Islands Cayman Islands Curaçao	Falkland Islands French Guiana Greenland Guadeloupe Martinique Montserrat Puerto Rico Saint Barthelemy Saint Martin Saint Pierre and Miquelon	Saba Sint Eustatius Sint Maarten South Georgia and the South Sandwich Islands
5	Australia and Oceania	American Samoa Christmas Island Cocos (Keeling) Islands Easter Island French Polynesia	Guam Hawaii New Caledonia Norfolk Island Northern Mariana Islands	Pitcairn Islands Tokelau Wallis and Futuna Cook Islands Niue	Federated States of Micronesia Fiji Kiribati Marshall Islands Nauru	New Zealand Palau Papua New Guinea Samoa Solomon Islands	Tonga Tuvalu Vanuatu



Table 26-2: Radio Stations in the United States by State

States					
Alabama	Idaho	Minnesota	North	Tennessee	
Alaska	Illinois	Mississippi	Carolina	Texas	
Arizona	Indiana	Missouri	North Dakota	Utah	
Arkansas	Iowa	Montana	Ohio	Vermont	
California	Kansas	Nebraska	Oklahoma	Virginia	
Colorado	Kentucky	Nevada	Oregon	Washington	
Connecticut	Louisiana	New	Pennsylvania	West Virginia	
Delaware	Maine	Hampshire	Rhode Island	Wisconsin	
Florida	Maryland	New Jersey	South	Wyoming	
Georgia	Massachusetts	New Mexico	Carolina	Washington,	
Hawaii	Michigan	New York	South Dakota	DC	

Table 26-3: Radio Stations in the United States by Genre

Genre					
40s, 50s, 60s, 70s, 80s, 90s, 00s	Business Talk	Contemporary Christian	Jazz	Reggae	
Active Rock	Children's	Contemporary Hit Radio	Jewish	Religious	
Adult Contemporary	Christian	Country	Latin	Rock	
Adult Standards	Classic Rock	Freeform	New Wave	Sports	
All News	Classical	Full Service	Nostalgia	Talk	
Alternative Rock	College	Gospel	Oldies	Urban	
Americana	Comedy	Hawaiian	Public	Variety	
Blues	Community	High School	Reading Services	World	

[The Empire](#) - What is Radio Advertising?

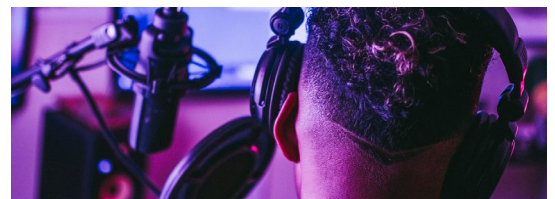
Radio advertising is buying commercials to promote products or services. Advertisers pay commercial radio stations for airtime and, in exchange, the radio station broadcasts the advertiser's commercial to its listening audience. As a business owner, how can you take advantage of radio advertising? How do you get your target audience to hear your radio ad message and follow a certain call to action?

In [radio advertising](#), there are numerous types of commercials that an advertiser can choose, similar to how brands might pursue different print advertising options (newspaper vs. magazine, for example) or online advertising options (email vs. social media). Let's take a look at a few of the more popular types of radio advertisements.

What are the Different Types of Radio Advertising?

There are various types of radio advertising that you can choose from. By identifying and explaining the various types, you are able to gauge which would suit your specific advertising campaigns needs best.

- Radio Live reads





A live read is when the radio personality/ DJ reads out your advert live on air. Listeners are already familiar with the radio personality's voice and they are more likely to engage with the advert. Live reads also help your brand stand out from the rest, shining a spotlight on your message.

- Radio Sponsorships

This type of ad is for those that are looking for a subtle approach to their radio advert. You can choose to sponsor news, competitions, sports, traffic or any of the regular programming on that particular radio station.

Let's look at some advantages of sponsored adverts:

- **Engagement**

The main advantage with a sponsorship advert is the high engagement; especially when it's a sponsored competition where listeners are encouraged to call in to partake and stand a chance of winning cash prizes or other forms of rewards.

- **Reach**

Sponsored ads air first in the commercial break in most cases, which means your advert will reach more listeners before they switch stations. But it isn't often that people change stations, as most listeners tend to be loyal to a particular station.

- Radio Jingles

"Ba da ba ba ba, I'm Lovin It!"

You guessed it, McDonalds. Case in point of how a great jingle stays memorable and the listener can easily identify what the brand is. The fact that you read that with your eyes and your mind played the jingle in your head based on memory is just amazing wouldn't you agree? That connection between music and memory is almost guaranteed, which is why most people gravitate toward this type of radio advert. Ever notice how even the annoying jingles just get stuck in your head and you find yourself humming or singing it throughout the day? The power of radio advertising.

- Radio Testimonials

There is something reassuring about hearing other people's experiences with a particular product or service. Testimonial adverts are exactly that; people giving a real-life account of how they found your product or service. As humans, we feel more comfortable trying something new if someone else has tried it before, because in our minds we know that advertisements are made with the sole intention to make something appealing for you to buy into it. Using testimonial adverts makes the audience more receptive and adds credibility for the brand.

- Personified Commercial

Like storytelling, you want the listener to create the whole picture in their minds, get their imagination working. Adding characters that are relatable helps them connect with the story and makes them want to find out what happens next, which means they will have to stay tuned in. Example, a couple is on



a road trip, they pull up to a McDonalds drive through and they are discussing what they will order. The voice over artists need to deliver perfectly on the execution, in order for this type of advert to be effective.



- Straight Read

This type of radio advertisement usually focuses on the advantages of the brand that is advertising, important information such as how listeners can get in touch with you, address or email or phone details and is generally in a monologue format.

Why you Should use Radio Advertising

Radio is trustworthy, listeners develop a bond with these radio personalities, they are with them in the mornings on their commute to work, and in the evenings on their way home from a long day. They become that trusty companion and taking advantage of this through advertising can bring great results for a brand. As a business owner, you might be planning your new marketing strategy and looking for ways in which to increase your brand awareness and sales. Traditional methods of advertising have started to be overlooked due to common misconceptions. Fortunately, we are able to advise on why you should look at radio advertising to achieve your advertising goals.



How Radio Advertising works for your Business

- **Radio advertising makes your business memorable**
Due to the frequency of a radio ad playing a number of times throughout the day, week, or month, the ad becomes memorable to the listener, and results in your business being top of mind.
- **Radio ads give your business a personality**
Radio ads use one sense; the sense of hearing, which means the listeners have to use their imagination to create a picture of what they are hearing. The better your script is, the easier it becomes for the listener to see the story in their minds and see the personality of your brand in that story.
- **Results in action**
Radio advertising continues to prove an excellent medium for reaching audiences through its high penetration levels and repetition, and because radio ads have a high call to action they generate excellent consumer recall.

Is Radio Advertising Still Effective?

Radio advertising reaches a large, targeted audience. Depending on your chosen station or stations, you are able to effectively reach your targeted demographic.

- Cost effective

Considering the lower investment cost when compared to TV and print advertising, statistics show that Radio yields an exceptional return. If you consider the cost of one prime print advert on the front page of a daily newspaper, or the huge cost of even 1 TV ad spot, it becomes clear that unless you have an unlimited budget, radio could be a key asset for your business.

- High repeat and recall



A key aspect of successful advertising is being able to repeat your message often and create high recall and memorability. Radio allows for both. Again, due to radio advertising's cost effectiveness, repeating a message frequently enough is not out of reach of most advertisers. And the ability to do this leads to extremely high recall levels for the associated investment.

- Highly segmented offering

Instead of spraying your message everywhere and hoping it reaches your audience, you can target them specifically and be much more effective.

- Ability to tell stories

People today are not satisfied with standard promotion-driven advertising. To afford you a share of their time, they demand that you engage them, entertain or tell them a good story in return for their attention. Radio offers a great medium through which to do so. Humor and stories are often sought by listeners as a source of distraction from their day, while the ability to inject a unique tone of voice and ambiance through music is key.

Advantages and Disadvantages of Radio Advertising

As with any advertising medium, one can expect advantages and disadvantages. We have listed some of the important ones to consider when it comes to radio advertising. Let's take a look below.



- Tracking ability

Radio advertising has a tracking ability which allows you to see if the ad is being effective on a daily and weekly basis. The great thing here is that you can easily move your radio ad to a different radio slot if the results are not satisfied within the period that you have set.

- Limited spots

Everyone wants to get their ad aired during peak times, it can get difficult to secure yourself a spot in these slots. It is vital to work with an agency that has relationships in the radio industry and will be able to negotiate to get you onto the prime spots.

- Low production cost

No hair and make-up cost, no lights, camera, action costs on elaborate sets and all the other costs that go into creating a television commercial.

- Targeted reach

Knowing which radio station your target audience listens to will allow you to get your message to them effectively and frequently. Linking your radio ad to a competition, this way you can get great listener engagement. Listeners can call-in to participate in the competition and as a result, remember your ad.

- Lack of visual appeal



Radio makes use of just one sense (hearing), meaning that your ad has to be so effective that it stirs up the imagination of the listeners and evokes emotions.

- Reach your audience anywhere

Radio is the only mass medium that people use while driving, cleaning the house or out in the garden. TV advertising requires people to sit in front of their TV, print ads and online media requires focused attention on the page or your screen. But you can listen to the radio while doing other things.

What Does it Cost to Advertise on Radio?

We'll outline all the costs you can expect when advertising on radio below. Radio stations have [ad time inventory](#) of about 18 minutes per hour, which is sold to advertisers in 15, 30 or 60 second slots. Not all minutes are valued equally due to the shifting audience sizes throughout the day. The cost of making a radio advert is impacted by various factors, and while different radio stations will have different rate cards based on their listenership and popularity, having an experienced [advertising agency](#) can help you get the best bang for your buck.



Factors Influencing Radio Ad Cost

There are various things to consider when looking at the costs involved in radio ads, and if you are not clued up in the media buying space it can get difficult to decide on how to spread your budget effectively. Here are a few things to consider:

- **Casting & production costs**
The cost of a radio advert is much lower than television or print, you still have to ensure that you create a quality ad that listeners will not tire from hearing throughout different times in the day and on different radio stations.
- **The radio stations listenership**
The listenership is what determines the reach of your radio ad. Reach refers to the number of different people who will hear your ad, and cost implications come in deciding on the number of radio stations to place your ad. Consider placing your ad on a radio station with 60,000 listeners vs a station with 6,000 listeners may cost more, but it may be a better choice for positive results in reach.
- **Time**
The length of a radio ad versus the ad slot. You could create a 15-second ad and play it during peak times and find that it cost you more than a 30-60 second ad played during off-peak times.
- **Frequency**
The first reaction is to focus on the morning or afternoon time slots because these are peak times which will increase your reach; because more people are tuned in. However, ever considered the times your message reaches the ear of your target audience? This is where frequency comes into play; the number of times your ad is heard by the average person over a week. This is important to consider when looking at radio ad cost especially if your budget is small, you may want to consider fewer radio stations or just 2 that will play your ad frequently at different time slots.



How to Advertise on the Radio

It is vital to make sure that you choose the right type of radio ad to capture your target audiences' attention. At Empire, we have experienced professionals who are able to advise the best radio ad type for your objective. Here is a look at the different types of radio advertisements available in the industry.



How to buy Radio Advertising

By understanding the various types of radio adverts, the demographic of radio stations, and consulting a company like Empire, who understands negotiating rates, listenership, reach VS frequency, we are able to assist you in reaching your advertising efforts through tailored packages best suited to your overall objective.

Here are things to keep in mind when looking at buying radio ads:

- Reach vs Frequency
- Which type of radio ad is cheaper
- Which slots are in high demand, therefore, costing more
- How to negotiate the best rates for spots
- What is the difference between reach and frequency?

There are two main industry terms that you would need to understand when looking into radio advertising; Reach and Frequency. Let us look a little closer at what these mean and the differences between reach and frequency.

- **Radio Advertising Reach**

Reach- the number of different people who hear a radio commercial. To build reach with a radio campaign, it's a good idea to advertise consistently over a long period of time. Do it several times per day at peak listening hours, targeting Breakfast and Afternoon Drive shows, but these slots will be costly. Alternatively, you can maximize reach by advertising on several radio stations – be careful not to dilute frequency. The stations you choose all have coverage areas with specific data on demographics, and according to recent Nielsen research, radio actually has the most reach among American media consumers. 93% of adults listen to the radio each week, compared to 87% who watch TV. The wide variety of radio formats is a dream for advertisers because radio is so targetable.

- **Radio Advertising Frequency**

Frequency refers to the number of times your ad is heard by the average person over the course of a week. If we're talking strictly frequency and the best number for it to be for us to achieve maximum effectiveness, what is the magical frequency number? There's a scientific algorithm to determine what is best and it's about 3.4 impressions per person per week, rounded down to 3. Best way to achieve this is by using a 21/52 schedule i.e. 21 ads/week translates to 52 weeks/year. The exact number of ads per week will vary depending on the station you're buying into and more bandwidth stations offer more frequency based on your media buying strategy. Pro Tip for media buying – to capitalize on frequency, you should run more ads per week, on a single radio station and note the time of day. It will have a positive effect on your frequency.

Radio Advertising Scheduling



Based on your advertising objectives, you will need to decide on a schedule, which encompasses the number of ads and the length of the campaign. There are various types of schedules, let's take a look at a few:

- **Run of station**

These are often referred to as ROS and this type of schedule means that your ad can run any day and time of any available slot. The radio station decides which parts of the day and which programs your ad will be featured on, which can be seen as an advantage because often you might get better rates in your ad buy. ROS schedule is commonly used by businesses such as car dealerships

- **Flights**

Also known as Branding Schedule, this is a 4-8 week long duration where your ad is aired in the same spot, and then switched to a different spot for another 4-8 hours, and so on. The duration of a flight is dependent on your ad budget, the station you are on and the strength of your message.

- **Dominate a day**

This is when you choose a day of the week and the radio station airs your ads all day long. This is a great option if you have a small advertising budget and want the best out of your buck. This can all sound overwhelming at first, but If you're looking to expand your reach through radio advertising, our expert team is ready to help you dominate the soundwaves.

How to Create a Radio Advertisement

Depending on the type of radio advertisement you are going for, the most you will need is a voice-over artist, some music, script and a recording studio or device. Your radio advertising message must be clearly understood and aim to stimulate the audio senses in order to stir the imagination of the listener. People shouldn't have to work too hard to understand what you're trying to convey. The script needs to be short, engaging and to the point. Your ad needs to cut through the rest, with a single-minded concept that stirs up emotions.



The Radio Ad Script

Ultimately your script should be able to answer the following questions:

- What's the purpose of the ad? (What would you like to achieve?)
- What's the offer or key benefit?
- Who is your target market?
- What do you want the listener to do?
- Does the ad require just one voiceover or can you use multiple voice overs?
- Is it a 15-second ad or a 30-second ad?
- Is the advert memorable?
- Radio Ad Message

You have less than 30 seconds to get your message across. You need to make sure it's clearly defined. Keep your message as simple as possible. What problem are you solving? What is going to make the listener tune back in once the music has stopped and the ads have begun? Your language and voiceover artist need to appeal to your audience. How can the product or service you're pitching help the listener? How can it be translated in a way that will make the listener care?

Radio Ad Call to Action



What do you want the listener to do? Visit your website? Find you on Instagram? You need to tell the listeners what you want them to do next, whether the action is a phone call, ordering online or visiting a store.



Your International Radio Advertising Partner

When you partner up with a professional radio advertising company, not only are you increasing your chances of securing the best spots for your ads, but you're also guaranteed a great quality radio advert that will reach your target audience effectively and result in a good return on investment. At Empire, we walk the journey with you to ensure that the message you want to deliver to your target audience is done successfully, keeping you included in the creative process because we believe that you know your business best; ours is just to make sure you're heard!



27 Sales Scripts

[Michael Halper, Hubspot](#) – Many salespeople believe they won't sound good if they read from a [sales script](#). While I agree you should never read from a script when *selling*, a sales script can greatly improve your results by preparing you with the best questions and lines to say and ask.

First, let's walk through the sales script creation process. You can follow this framework to craft your pitching strategy -- then simply plug in your unique value props into the template.

How to Write a Sales Script

- Identify a product or service to focus on
- Hone in on your target audience
- Develop your benefits
- Link your benefits to pain points
- Ask questions about those pain points
- Don't talk too much
- Always close for something
- Step 1: Identify a product or service to focus on

Start by identifying the product or service you would like to ultimately sell to the prospect.

For example: Recruiting services

Step 2: Hone in on your target audience

You can certainly create one sales script that works for every type of prospect -- but it's more effective to adapt your questions and points to the specific buyer persona. In this step, consider the different types of buyers you'll be selling to.

For example: Hiring managers

Step 3: Develop your benefits

Take the product you selected and then think about the buyer that you are planning on talking to. How does the product help them increase productivity, cut costs, improve accuracy, etc.? Come up with at least three benefits.

For example:

1. Shorten the time it takes to place a new hire
 2. Reduce internal time spent searching, screening, and interviewing applicants
 3. Build top-caliber teams leading to the best business results
 4. Shorten the time it takes to place a new hire
 5. Reduce internal time spent searching, screening, and interviewing applicants
 6. Build top-caliber teams
- Step 4: Link your benefits to pain points

Build a list of pain points to discuss by looking at the benefits you identified in the previous step. For each benefit, there is usually a related pain point that is resolved, minimized, or avoided.



For example:

- It takes too long to place a new hire
- It is difficult to find time for interviewing process because of everyday responsibilities
- They lack top-caliber employees
- It takes too long to place a new hire
- It is difficult to find time for interviewing process because of everyday responsibilities
- They lack top-caliber employees
- Step 5: Ask questions about those pain points

The best salesperson is the one who asks the best questions. To develop a strong list of questions, look at each pain point identified in step number four. Use one or two questions per pain point to determine if it's a relevant challenge for the prospect.

For example:

- *"How do you feel about the amount of time it currently takes you to fill open positions?"*
- *"How happy are you with the quality of candidates you are being presented with? Do you feel like you can choose from top caliber talent?"*
- *"How important is it for you to decrease the amount of time you spend interviewing?"*
- *"How do delays with filling positions impact business operations and the bottom line?"*
- *"Do you feel like you have the internal resources and processes necessary to fill positions quickly and with the right quality talent?"*

Using the points you came up with in steps one through five, adapt these scripts to your own product, company, and prospects.

Step 6: Don't talk too much

If you're doing more talking than listening, you're doing it wrong. A script should leave ample time for your prospect to ask questions, share comments, and generally be heard.

Record yourself giving your pitch to a friend or colleague. When you go back and listen, if more than half the pitch is you talking, rethink your approach, edit your script, and include more moments to ask your prospect questions. Here are a few example questions:

- *"So, what I'm hearing from you is [repeat what you've heard from your prospect]. Is that right?"*
- *"What are your goals this quarter?"*
- *"Is this relevant to your company goals this year?"*
- *"What's your single biggest pain point right now?"*
- *"How long have you been thinking about this?"*
- *"Is there anything I've overlooked?"*
- *"What's your biggest priority at the moment?"*
- *"How will this solution make your life easier?"*
- *"What is your manager hoping to accomplish in the next year?"*
- *"Have I earned two more minutes of your time?"*

Work a few of these questions into your script and entice your prospect to answer. It's an easy way to keep the conversation going and learn more about them.



Want more question inspiration? Check out these [probing questions](#), this ultimate list of [sales discover questions](#), and this rundown of questions that identify your [customer's core needs](#).

Step 7: Always close for something

Sales pro [Jeff Hoffman](#) says a salesperson should have a close in mind for every interaction they initiate. It might be as simple as asking for five minutes more of your prospect's time. Or it might be asking for their business.

Hoffman explains, "Your talk track should always be about your prospect. Don't finish with '*Does that make sense?*' or '*Is this something you'd be interested in?*' These closing questions feel like a quiz and are more about *you* than *them*."

He continues, "Instead, close with, '*We have clients who love being able to build software anywhere in the world. How many software engineers do you have at your company?*'" This question doesn't assume your prospect followed your whole pitch. If you lost them, this type of question can gain their attention back. But every time you send your prospect a message, make sure you have a call to action for them.

Sales Call Script Sample

So, what do these seven tips look like in action? Let's take a look.

Salesperson: *"Hello, [Prospect name]. My name is Michael Halper and I help hiring managers like you reduce the time it takes to interview, hire, and onboard new talent in 50% less time than the industry average. How many new hires do you have planned for the year?"*

Prospect: *"Well, my department has the budget for seven new hires in 2019."*

Salesperson: *"What's your biggest pain point in the hiring process right now?"*

Prospect: *"I've got a million other things going on, and finding qualified candidates has been a challenge. We need to get these positions filled, but I'm having a hard time making it a priority with everything else on my plate."*

Salesperson: *"I hear that a lot. I'd love to set up a 10-minute call to learn more about your goals this year, and share how Recruiters International might be able to help. What about this Thursday?"*

Prospect: *"Um, sure. I think I've got an 11:00 open."*

I've introduced myself but also gotten straight to the meat of what I can offer to make my prospect's life better. Then, I've asked plenty of questions to get her talking. I ended by closing for another call. Simple, straightforward, and prospect-focused.

Sales Script Examples

Sales call script templates



3. Discovery sales call

Discovery calls are meant to learn more about your prospect and their company in order to better qualify them as a potential customer. The key to a great discovery call is asking the right questions. If you've done some research on your prospect try to ask questions that are very specific. You'll also want to steer clear of simple yes or no questions because those answers are so brief. The goal is to get your prospect comfortable and talking so you can have detailed notes and ideally qualify them. Check out [this blog post](#) for a list of questions to ask during discovery calls.

Template:

Hi [prospect's name], this is [your name] from [your company name].

I've been doing some research on [prospect's company name] and I just wanted to ask you a few questions about [common buyer persona challenges].

Example Discovery Questions:

- Are you experiencing any specific challenges with [common buyer persona challenges] and if so what are they exactly?
- What have you been trying to work around these challenges?
- Are you the best point of contact to discuss this with, or do you think other team members would need to be involved?
- What roadblocks have kept you from finding a better solution to [common buyer persona challenges]?
- What would your ideal solution look like?

Introduction

"Hello [prospect's name], this is Michael Halper from Recruiters International. Have I caught you in the middle of anything?"

Value Statement

"Great. The purpose of my call is that we help hiring managers to:"
[Insert your value points here]

(Optional) Disqualify Statement

"I actually don't know if you are a good fit for what we provide so I just had a question or two."
(pause or ask for agreement or availability) If you have a couple of minutes?

Pre-Qualifying Questions

"If I could ask you quickly:"
[Insert your questions here]

Examples of Common Problems

"Oh, OK. Well, as we talk with other hiring managers, we have noticed they often say:"
[Insert your pain points here]

"Are any of those areas you are concerned about?"

Company and Product Info

"Based on what you have shared, it might productive for us to talk in more detail."



"As I said, I am with Recruiters International and we provide:"
[Insert some brief details about product, service, and/or company]

Close

"But since I have called you out of the blue, I do not want to take any more of your time to talk right now."
"You have asked some good questions and there is a little more information that I would like to share. I would also like to learn more about you. Are you available for a 15-20 minute meeting where we can discuss your goals and challenges and share some examples of how we have helped other managers build top-caliber teams?"

Sales email template

It takes too long to fill open positions

Hello [prospect name],

I am with Recruiters International. Hiring managers often tell us:

- It takes too long to place a new hire
- It is difficult to find time for interviewing process because of everyday responsibilities
- They lack top-caliber employees

Are you available for a 15-20 minute meeting to discuss your goals and challenges and share some examples of how we have helped other managers solve these challenges?

You can book time on my calendar here: [Link to Meetings tool].

Best,

Michael Halper

Recruiters International

[phone]

[email]

[website]

Send

☒

Sales voicemail template

"Hello [prospect name], this is Michael Halper from Recruiters International.

Many hiring managers tell us:

- *It takes too long to place a new hire*
- *It is difficult to find time for interviewing process because of everyday responsibilities*
- *They lack top-caliber employees*
- *Placing a new hire demands too much time*
- *Interviewing gets in the way of regular work*
- *Despite the investments they make in hiring, it's still hard to find the best employees*

We help to improve all those areas, which is why I am reaching out to you.

I will try you again next week. If you would like to reach me in the meantime, my number is [phone].

Again, this is Michael Halper calling from Recruiters International, [phone].

Thank you, and I look forward to talking with you soon."

Sales voicemail follow-up email template



Following up my voicemail -- Recruiters International

Hello [prospect name],

As I mentioned in the voicemail I just left, I am with Recruiters International. Most hiring managers we speak to struggle in three major areas:

- It takes too long to place a new hire
- It is difficult to find time for interviewing process because of everyday responsibilities
- They lack top-caliber employees

We can help you solve all three challenges.

Are you available for a 15-20 minute meeting next Tuesday or Thursday morning to discuss your goals and challenges and learn how we've helped other managers address these?

You can book time on my calendar here: [Link to Meetings tool].

Best,

Michael Halper

Recruiters International

[phone]

[email]

[website]

Send



Sales breakup email template

Is this the case?

Hello [prospect name],

I've reached out a few times and we've been unable to connect about how I might be able to help you reduce recruiting time by up to 50%.

Usually when this happens it means recruiting isn't a priority for you right now. Is that the case here?

If so, I won't take up any more of your time.

Regards,

Michael Halper

Recruiters International

[phone]

[email]

[website]

Send



Sales breakup phone call template

Salesperson: "Hello [prospect name]. I noticed you rescheduled our demo again today. Usually when this happens a few times, it means this isn't a priority at the moment, is that the case here?"

Prospect: "Actually, I just forgot I had a dentist appointment today. I'd really like to reschedule for tomorrow, if you're free."

Salesperson: "Absolutely. How does 9:00am sound?"

Sales breakup voicemail template



"Hello, [Prospect name]. I've left a few voicemails now and we still haven't connected. Usually when this happens, it means recruiting just isn't a priority for your company at the moment. If that's the case here, I won't bother you again. If not, I'd love to hear from you. Thanks."

With these examples and templates, creating a sales script should be simple. And remember, you don't have to follow it word for word. Use it as a tool to prepare and practice.



28 Sales Letter

If you're tired of never getting the conversions on your sales page, it's time to roll up your sleeves and get to work. A lot of businesses believe they can just put up a sales page, and profits will pour in. Well, this is not how it works! Sales pages take work before they pay off. If you want to learn how to write a sales page copy that converts like crazy, then read on!

What Is A Sales Page?

A sales page is a webpage that has been created in order to sell something. The goal of the page is to get visitors interested enough so they'll purchase your product or service by clicking on a link, also known as a "call-to-action" (CTA).

What Is The Purpose Of A Sales Page?

The purpose of a sales page is to convince visitors that:

- your product or service will solve their problem, and
- they should purchase it from you (and not somebody else).

What Is A Sales Page Copy?

A sales page copy is the text on your webpage that's intended to convince [visitors](#) of points one and two stated above. It includes information about how your product or service will benefit them, as well as a story (or stories) that illustrates this point clearly.

What Is A Short Form Sales Page Copy?

A short form sales page is a type of sales page copy that contains less copy than long-form ones. This usually means it's shorter, but not always the case...

What Is A Long Form Sales Page?

A long form sales page is a type of sales page copy that contains more content than short-form ones. This usually means it's longer, but not always the case...

What Is The Purpose Of A Sales Page Copy?

The purpose of a sales page copy is to convince visitors that:

- your product or service will solve their problem, and
- they should purchase it from you (and not somebody else).

What Do You Need To Know Before You Write A Sales Page Copy?

Before we discuss how to write a sales page copy, there are some things you should know first.

1. Real people write the best copy, not machines. Writing the way your customers speak will ensure that they understand what you're trying to say and can relate to it easily. So think about your target audience, study their behavior online (not just on your sales page), figure out how they talk...



2. You should write a sales page copy for the second person. This means that it's personalized towards your target audience – “you” instead of “we/us”.

3. You should write a sales page copy that persuades. This means you need to think like your customers and expect their questions or concerns about the product/service (and then answer them). A good sales page copy will convince visitors easily because it's not just “telling” them why they should buy, but also “showing” them why they should buy.

4. You need to feel your customer's pain points (the problems your product or service will solve). This way, you'll know exactly how to phrase things in order for visitors to relate easily with what you're trying to say. Don't just “tell” them that buying this book is going to improve their lives, show them how it will improve their lives.

5. You need to write a sales page copy that gets people interested, but also makes them take action (CTA).

This means you have to be able to convince visitors of the problem your product or service solves and why they should buy from you as opposed to somebody else... And then give them a reason to click on the CTA by making it irresistible (more on this in a minute).

What Should A Sales Page Copy Include?

A sales page should include:

1. An introduction (problem and how it affects you, benefits of your product/service to solve the problem)
2. A middle section (more about why people need this product or service + what's included in it)
3. A call to action (CTA), also known as “buy” button
4. A “thank you” page (after the purchase).

Are you creating a sales funnel as well? Then, you need to align your copy with the rest of your sales funnel pages. So, we recommend you read our article [Copy: Your Sales Funnel's Most Important Ingredient!](#)

What To Do Before You Write Your Sales Page Copy?

There are certain tasks you need to handle before you learn how to write your sales page copy. So, let's find which these are.

1. Understand Your Audience

This means you have to study your target audience and how they “speak” online. For instance, using the right hashtags on Instagram will make them more likely to follow you (if that's one of your goals, for example)...

You also need to figure out what kind of content resonates with them: infographics? Videos? Text posts? Images?

Knowing this information will help you write a sales page copy that resonates with your target audience, and in turn gets them to buy from you.

So how do you find out about these things? Well... That's a brilliant question!

One way is by using tools like:



- Twitter Analytics
- Facebook Audience Insights
- Google Trends (to see how a certain keyword/phrase has been trending over time – which can help you write copy that applies to the current moment).

The idea here being that you want to write a sales page copy that matches the content your target audience is interested in, so they can relate easily.

Another way you can learn about how your target audience writes/speaks online is by studying their social media profiles carefully... And then try to emulate them when writing your own posts!

This means using hashtags in Instagram posts, using “we” in Facebook posts instead of writing in the first-person singular... And so forth.

After all, if your target audience sees you as being part of them (because they can relate to you), then that’s when sales are made!

To do that, create your customer avatar or buyer persona. So, if you need to learn more about that, we recommend you read our article [Sales Funnel Key To Success: Your Customer Avatar!](#)

2. Write A Value Proposition For Your Sales Page Copy

Your value proposition is basically how your product or service solves a problem and/or improves someone’s life.

What you need to do first, before anything else, is to think about this for yourself: What can YOU bring to the table?

You should decide this before you even attempt to write your sales page copy!

But what makes a good value proposition?

Well, that’s a significant question!

It should be clear and to the point. So, think about how you can phrase it in order for people to understand right away why they need what you’re offering – while also being convinced of your message (more on this soon).

Another thing is ensuring it reflects your brand personality... Unless, of course, you plan to create multiple value propositions for different brands/products.

3. Get The Price Right

A mistake a lot of new entrepreneurs make is deciding on how much to sell their product or service for before they know what it’s worth.

So, here’s the thing: you need to learn about your competition first. This is because that will help you understand how much to charge for yours!



That said, you don't want to follow the competition 100%... After all, you need to stand out.

So, what should your price be?

Well... That's a good question! It depends on how much value it will bring in the long-run for your customers and potential clients. You can always increase or decrease prices along the way, but make sure you test it first!

The last thing here is that this will also depend on your goals... If your goal is revenue maximization, then set a high price point (and if possible, don't have a sale until you've built up some good rapport with your potential clients).

If, on the other hand, you want to build relationships, then perhaps having sales every now and again will be better for that.

Bottom line here is this: When it comes to pricing... Do what's right for YOU! After all, it's YOUR business!

4. Determine The Right Length

How long should your sales page copy be?

Well... That's a good question! It depends on the product/service and how in-depth you want to go with it. But generally, shorter is usually better (especially if you're running an ad).

People don't enjoy reading walls of text when they're not sure what it is you're offering them.

So, when you write your sales page copy, remember the fact that people have little time to read (and they really want something fast). You can even see this in action on YouTube, where videos are under 15 minutes long!

The last thing here is that if you go for a longer sales page copy, be sure to have a table of contents. So people know where they are and what you're offering them.

After all, if your sales page is too long, it gets tiring after a while! Long-form content isn't for everyone... And that's okay!

5. Nail The Headline And Subheadings

This should be a straightforward decision for you by now.

After all, the headline is arguably one of the most important parts of your sales page copy. This is because it's what people will see first and use to decide whether they want to read more! So make sure this tells them exactly what it is you're offering... But in a way that's also enticing.

You can even think of this as an ad headline... Just with a lot more information included!

After all, you want to hook people in from the beginning and convince them why they need what it is you're offering them. And if done right, your client won't feel like there's any sort of sales pitch.



You can even consider testing the headline and seeing how it changes your conversions! There's a grand chance that if you're running ads, then they will use an ad management platform. Which has testing built right in for just this reason... So use it to your advantage!

But for now, before you learn how to write your sales page copy, you need to decide on some good headlines. Then, you can write and optimize them. But you need the idea first!

6. Describe Your Product/Service

The thing about this is that you need to be careful again... Here's why: You don't want to give away all of your ideas. Rather, you just want to tell people exactly what it is they will get if they buy from you.

So, how do you go about doing this? Well, there are a few ways to go about it.

First, you can describe how your product/service works and what people will get from that (this is great for B to C products). Or... You can talk more about the benefits of your product/service rather than going into too much detail.

The thing here being that there's no point in explaining how your product/service works if people don't understand it. After all, the last thing you want is to make them feel dumb!

But what this also means is that seeing as how different products and services work in different ways... You need to try a few things until you get something good going for yourself. And even then, there might be some things that need more explanation.

So, for now, find ways you could describe your offer.

7. Define The Benefits Before You Write Your Sales Page Copy!

This is where the fun starts.

Let's be honest here... The whole point of your sales page copy is to convince people why they should buy from you! And this means that even if there are other choices out there, then yours will still stand out among them because it has better benefits.

So what exactly does this mean?

It means that you need to really think about what it is your offer and how people can benefit from it.

So, for example: If you're selling a product with lots of features... Then make sure the benefits are more focused on only one or two things (rather than everything). Like instead of saying "it has all these amazing features!" Try saying "our product comes with this amazing feature that will solve all your problems!"

And of course, you'll need to have all the features before you can do something like this. Otherwise, people are going to wonder why they should pick yours over someone else's... Which means it won't work!

So for now... Think about how your offer will benefit people. This way, you will have them ready for when you are about to write your sales page copy.



8. Why Should Visitors Trust You?

Now, this might sound like an odd one... But it's actually really important. After all, you're trying to convince people they should buy from you! And the best way for them to feel safe about doing so is if there are reasons they can trust what you have to say.

So how do you go about getting this?

Well, the easiest way is to show that you're an expert in your field. You can do this through testimonials or by using statistics like how many people use what it is you are offering them (if applicable). It's also a great idea to mention any awards and accreditation you have earned.

But one of the most important things you need to remember is that these needs to be entirely relevant. Otherwise, it won't work! And people will see right through what you write on your sales page copy and realize what's going on... Which means they are not buying anything from you!

So for now, think about how people can trust what you have to say. This will make it easier for you when you write your sales page copy later on!

9. Create A Clear Offer That Impels Action

The last thing you want to avoid before you even learn how to write your sales page copy is to drag on forever. After all, people are busy and have things they need to do! So if there's any way that you can make it easier for them, then the better off everyone will be.

This means that at some point during what you write... You need to show what people will get when they decide to buy from you. And the better thing about this is that if your offer isn't good enough, then there's no point to write a whole sales page copy... Because nobody would buy anything!

And on top of this, make sure your offer stands out compared to others.

Also, make sure it is something that people can't find anywhere else. It should be unique!

So, for now, think about how you're going to make your offer stand out compared to others, but is still enticing enough for visitors to buy from you right away! This will help when it comes time to write the rest of your sales page copy.

How To Write A Sales Page Copy?

Now that you have figured all these out, it is time to learn how to write your sales page copy. Since you have figured these out, it will be easy for you to create one that sells like crazy.

1. Write An Eye-Grabbing Headline For Your Sales Page Copy

Well, we discussed above about your headline. You need to make sure that it is something which grabs the eyes of your visitors and makes them read on.

And if you can't figure out what to write for this... Then look at some other successful sales pages in your niche and see how they did theirs!



But keep in mind, when you still are learning how to write a sales page copy, your headline should be short and simple. It should not include over two sentences long!

2. Format Your Copy For Skimming & Make It Errors Free

People are busy and do not have time to read through your sales page copy.

That's why it is important for you to learn how to write a sales page copy in such a way which makes them want to skim through the whole thing!

So, all you need to do here is highlight whatever benefits your offer comes with.

And the best way to do this is by using bullet points!

Also, make sure your paragraphs are short and crisp. They should not be over three sentences long at most. This is because when you write a lot in one paragraph, people lose interest... Which means they may leave buying nothing from you!

You should also make sure that there are no grammatical or spelling errors in all this.

Try to proofread it repeatedly until everything looks perfect because people can immediately tell if something is wrong with what they read on your sales page copy.

3. Focus On Benefits Over Features

As we discussed above, you now have gathered a long list of features. But are they all benefits? Well, not all of them for sure!

So now the important thing to do is to pick out those benefits which are most attractive and highlight them in your sales page copy.

That's how you write a sales page copy that sells like crazy!

But keep in mind, people would want to know what features come with it as well.

So, it is important for you to make sure that in each of your benefit sentences, there are at least one or two features included!

Otherwise, people may think it's all too good to be true... Which means they won't buy anything from you!

4. Write & Test Long-Form And Short-Form Sales Page Copy

There are two forms of sales page copy to write. And it all depends on what you want!

Now, if your offer is very good and unique... Then writing a long-form sales page copy should be fine for you because people will read right through it without getting bored!

But if this isn't the case with yours... Then it is best to write short-form sales page copy.



Why? Because this way people will get the key point of your offer and then they can decide if they want to buy or not!

So, how do you know which one should you go with? The answer is simple: test both out and see what works better for your offer!

5. Use Interesting Language

Once you have figured out all these things, it is time to learn how to write interesting language for your sales page copy.

And the best way to do this is by using words that trigger emotions in people!

You need to make sure that they are feeling something when reading through your sales page copy... Because if they feel nothing, then they will just leave!

So, how do you get this done? Well, it is important for you to make sure that your content speaks about pain points which people are struggling with... And the solutions to them.

That's how you can create an interesting language!

6. When You Write A Sales Page Copy Use Simple Words And Phrases

Now, as usual... When you are still learning how to write a sales page, copy, it is best for you to go with simple words and phrases.

Why? Because this way people will understand what you mean right away, having no confusion!

So, make sure that all your sentences have one or two short important points included in them.

Also, make sure that you do not use any complicated words. This will only confuse people... Which means they may leave without buying anything from you!

So, stick to simple words and phrases for now until you are absolutely confident about how to write a sales page copy!

7. Add Effective Social Proof Elements

Now, if you have a case study or any other proof that your product really works... Then adding social proof elements when you write your sales page copy should be something mandatory!

And the best way to do this is by using testimonials and endorsements from people who already bought it.

That's how you can increase the credibility of your offer!

Even if you don't have any of these... Then an image with glowing reviews can help as well.



All this will make people believe that it really works, which in turn makes them want to buy right away without thinking twice about it!

8. Highlight Common Objections When You Write A Sales Page Copy

Now, if you know what people would think when they see your offer... Then it is important that you write these thoughts in your sales page copy as well.

And the best way to do this is by using common objections!

For example: "I don't have any money for buying this!" And how will you solve them?

That's how you can leave your readers no choice but to buy from you!

Even if they try to, there is a good chance that they will fail because you have already made it almost impossible for them.

Which means all their attention and focus would be on your offer, which makes the call-to-action even more powerful than ever!

Why? Because you have already expected their objections and the solution is right there in front of them.

That's how people write sales page copy that works like magic... And gets high conversion rates every single time!

9. Use A Super Clear Call To Action

Last but not least, you need to make sure that your call-to-action is very clear and highly visible.

Like we said before: people don't like it when they feel confused about what exactly they should do next!

So, if the action isn't clearly stated, then most of them will end up closing the page.

And that's why you need to make sure that your call-to-action is super clear and highly visible!

You should place it well, right after all your important points... And it needs to stand out as well.

That's how people will know what they are supposed to do next, which makes them more likely to click on it and buy right away!

So, if you want to learn how to write sales page copy that works... Then these tips are mandatory for you.

And the best part about this is that they will work every single time without fail so there is no reason not using them!

How Do We Write A Copy Of A Sales Page?



You don't have to worry about getting blocked out of ideas or not knowing what words should go where anymore because this AI will do all the work for you!

How Do You Structure A Sales Page Copy When You Write It?

Structuring is probably the most important part when you write a sales page copy. This will determine whether you get an A or F on your paper, if that analogy helps at all.

So, what do we mean by structuring?

Well, it's about making sure that every paragraph flows into another one in a coherent manner with no inconsistencies whatsoever... And it's also about making sure that you have a clear introduction, a well-developed body and an eye-catching conclusion!

This makes your copy easy to read and very engaging.

It will hook the readers in from the first sentence until the last word... And they won't be able to stop themselves from buying whatever you're selling!

In short, structuring is what separates a good sales page copy from an amazing one.






29 SEM and SEO

Expected Monthly Budget: \$19 – \$99

Search Engine Optimization or Search Engine Marketing (SEO or SEM) is the cornerstone of Online Internet Marketing. Some pillars of SEM (like Analytics and Content) even overlap into different marketing categories. It is important to use tools that are long standing and proven to work.

The main pillars of SEM or SEO are: Reporting, Analytics, Client Requirements, Keyword Research, Content Writing, Website Optimization, SEO Submission and Link Building.



Company	Monthly Budget	Age of Company	Link Building	SEO Submission	Optimization	Keyword Research	Analytics	Reporting	Competitor Data	Long Tail Keywords
 SEMRUSH	\$99	10	✓	✓	✓	✓	✓	✓	✓	✓
 Long Tail Pro	\$37	5	✓	✓	✓	✓	✓	✓	✓	✓
 SERPSTAT Research Competitors in Search	\$19	5	✓	✓	✓	✓	✓	✓	✗	✓

[SEMRush](#) beats out the competition by offering competitor analysis. If this is in your budget, you are definitely going to want to get this one. [Learn more about SEMRush here.](#)

Pros	Cons
<ul style="list-style-type: none"> • Very simple. • Tons of data at your fingertips. Great API. • Great keyword research. Great competitor analysis. Great analysis of your own website. 	<ul style="list-style-type: none"> • Don't get much for free — quick upsell. • Backlink reporting is still all over the map, with old links showing up as new, etc. • Direct. More information to the software. Maybe a direct channel to reply feedbacks.



- Does everything pretty well. Excellent at estimating competitor organic traffic and rankings.
- Limits on the number of projects and keywords you can have. Also the number of users for the account.

PRO	GURU BEST CHOICE	BUSINESS
\$99 .95 monthly	\$199 .95 monthly	\$399 .95 monthly
SUBSCRIBE	SUBSCRIBE	SUBSCRIBE
Analytics	Analytics	Analytics
Results per report: 10 000	Results per report: 30 000	Results per report: 50 000
Reports per day: 3 000	Reports per day: 5 000	Reports per day: 10 000
Historical data: ×	Historical data: ✓	Historical data: ✓
Product Listing Ads: ×	Product Listing Ads: ×	Product Listing Ads: ✓
Projects	Projects	Projects
Projects: 5	Projects: 50	Projects: 200
Keywords to track: 500	Keywords to track: 1 500	Keywords to track: 5 000
Pages to crawl: 100 000	Pages to crawl: 300 000	Pages to crawl: 1 000 000
SEO Ideas Units: 500	SEO Ideas Units: 800	SEO Ideas Units: 2 000
Social profiles for monitoring: 50	Social profiles for monitoring: 100	Social profiles for monitoring: 300
Social profiles for posting: 10	Social profiles for posting: 30	Social profiles for posting: 50

[LongTailPro](#) offers almost everything SEMRush does at a fraction of the price. Long Tail Pro was rated one of the best seo tools by industry experts, and is used by many marketers around the world. This tool lets you to find low competition keywords in even the most saturated niches, while giving access to specific SEO metrics to accurately determine keyword competition. [Learn more about LongTailPro here.](#)



Pros	Cons
<ul style="list-style-type: none"> • Great SEO data integration • Real-time filtering • Ten times faster than desktop series • Keyword Competitiveness data • Custom difficulty narrowing – tool determines the keyword competition range you could be targeting based on your own domain data. 	<ul style="list-style-type: none"> • Still fixing some bugs after the desktop to cloud migration • Cannot easily separate results for individual seed keywords • Rank Value metric is not always accurate • Longer wait time to bulk calculate across extra large keyword sets



Annual Starter Plan \$37 \$25 / month	Annual Pro Plan \$67 \$45 / month	Annual Agency Plan \$147 \$98 / month
<ul style="list-style-type: none"> ✓ 10,000 keyword searches/month ✓ Keyword Competitiveness Score & Competitor Analysis ✓ Determine Keyword Profitability with New Rank Value Feature ✓ Get Custom Keyword Difficulty Recommendations for Your Domain ✓ FREE Access to Long Tail Bootcamp (\$127 in Value) ✓ Save 33% with the Annual Plan ✓ \$297 Billed Annually 	<ul style="list-style-type: none"> ✓ 25,000 keyword searches/month ✓ Keyword Competitiveness Score & Competitor Analysis ✓ Determine Keyword Profitability with New Rank Value Feature ✓ Get Custom Keyword Difficulty Recommendations for Your Domain ✓ FREE Access to Long Tail Bootcamp (\$127 in Value) ✓ Save 33% with the Annual Plan ✓ \$537 Billed Annually 	<ul style="list-style-type: none"> ✓ 60,000 keyword searches/month ✓ Keyword Competitiveness Score & Competitor Analysis ✓ Determine Keyword Profitability with New Rank Value Feature ✓ Get Custom Keyword Difficulty Recommendations for Your Domain ✓ FREE Access to Long Tail Bootcamp (\$127 in Value) ✓ Save 33% with the Annual Plan ✓ \$1177 Billed Annually
Start Your Free Trial Now	Start Your Free Trial Now	Schedule a Demo

[SerpStat](#) does everything SEMRush and LongTailPro does, except for competitor analysis. For some people, competition analysis is very important. It's up to you and your budget to be the judge. Serpstat is a comprehensive platform for search engine optimization. It is designed to help business improve their performance in major SEO areas, specifically marketing, search analytics, content marketing, PPC, and more. With Serpstat, you know who is ranking well in search engine result pages (SERPs) and how you can beat the competition.



Using Serpstat's analytics system, you are able to determine how your competitors achieve success in the SERPs rankings by gaining the most recent information and business intelligence on their promotion spending. You can also delve into the keywords they are using for their campaigns. With all information in your hands, you can devise and execute effective SEO campaigns, leave your competitors behind and drive your business towards success. [Learn more about SerpStat here.](#)



\$19.00 Monthly	\$69.00 Monthly	\$149.00 Monthly	\$299.00 Monthly
Subscribe	Subscribe	Subscribe	Subscribe
3 Year Plan (-40%)	3 Year Plan (-40%)	3 Year Plan (-40%)	3 Year Plan (-40%)
Search Analytics Serpstat provides data for the following databases, regardless of the plan you choose: Google: UA, RU, BG, US, UK, CA, AU, DE, FR, ES, IT, LT, LV, BY, ZA, NL Yandex: MSK, SPB, UA			
300 queries per day	4 000 queries per day	6 000 queries per day	8 000 queries per day
100 Results per report	15 000 Results per report	40 000 Results per report	50 000 Results per report
✓ In-depth URL Analysis	✓ In-depth URL Analysis	✓ In-depth URL Analysis	✓ In-depth URL Analysis
✗ Missing Keywords	✓ Missing Keywords	✓ Missing Keywords	✓ Missing Keywords
✗ Related Keywords	✓ Related Keywords	✓ Related Keywords	✓ Related Keywords

[Caroline Forsey, Hubspot](#) – Search Engine Marketing, or SEM, is one of the most effective ways to grow your business and reach new customers.

While it's critical you employ organic strategies to attract traffic over the long-term, sometimes, you can't properly compete on the SERPs without putting money behind it -- and that's where SEM comes into play.

For instance, consider what happens when I type "summer shoes" into Google:

Google search results for "summer shoes". The first result is a sponsored link from Zappos: "Summer Shoes at Zappos - Zappos.com" with the URL "www.zappos.com/Summer-Shoes". Below this, there is another link from Zappos: "Summer shoes | Shipped Free at Zappos - Zappos.com".

Zappos clearly has an effective SEO strategy, since its "Summer shoes" page ranks first organically. However, their paid "Summer Shoes" ad, circled above, ranks as the first search result overall.



With [35% of product searches](#) starting on Google, and the average Google search lasting [only a minute](#), it's critical your business's product or service appear at the top of a SERP when a user is searching for it. This isn't always possible organically, particularly when other businesses are paying to ensure their products appear above yours. When this is the case, it's critical you invest in a SEM strategy.

What is Search Engine Marketing (SEM)?

SEM, or search engine marketing, is using paid advertising to ensure that your business's products or services are visible in search engine results pages (SERPs). When a user types in a certain keyword, SEM enables your business to appear as a result for that search query.

To ensure you're able to use SEM to properly advertise your products or services on the SERPs, we've cultivated a list of the best SEM tools, as well as the components of a SEM Ad Auction.

How an Ad Auction Works

Once you're ready to invest in SEM, you'll need to enter into an ad auction -- for our purposes, we'll focus on the ad auction in [Google Ads](#).

In simple terms, every Google ad you see goes through an ad auction before appearing in the SERPs. To enter into an ad auction, you'll first need to identify the keywords you want to bid on, and clarify how much you're willing to spend per click on each of those keywords.

Once Google determines the keywords you bid on are contained within a user's search query, you're entered into the ad auction.

Not every ad will appear on every search related to that keyword. Some keywords don't have enough commercial intent to justify incorporating ads into the page -- for instance, when I type "What is Marketing?" into Google, I don't see any ads appear.

Additionally, even if your keyword is a good fit for an ad, it doesn't mean you'll "win" the bidding. The ad auction considers two main factors when determining which ads to place on the SERP -- your maximum bid, and your ads [Quality Score](#).

A Quality Score is an estimate of the quality of your ads, keywords, and landing pages. You can find your Quality Score, which is reported on a 1-10 scale, in your keywords' "Status" column in your Google Ads account. The more relevant your ad is to a user, as well as how likely a user is to click through and have an enjoyable landing page experience, all factor into your overall Quality Score.

SEM Strategy

SEM strategy comes down to optimizing paid search ads with a specific goal in mind. In order to create a good strategy, you must understand how paid ads platforms works and effectively manage variables that affect performance such as keywords, budget, and copy.

With this in mind, here are some of the factors that should go into your strategy if you want to earn paid ads success:

Keyword Intent



Pay-per-click, or PPC, strategy starts with choosing the right keywords to bid on. That means doing research to determine what keywords to bid on or, in other words, what queries you want your ad to show up for. Start by brainstorming brand terms, terms that describe your product, and even terms that describe your competition.

If you have a small budget, you may only want to bid on keywords that have buying intent. However, if you have a larger budget, you may find that you have room to bid on keywords targeting earlier stages of the buyer's journey or even terms that are loosely related to your products.

Keyword Volume and Competition

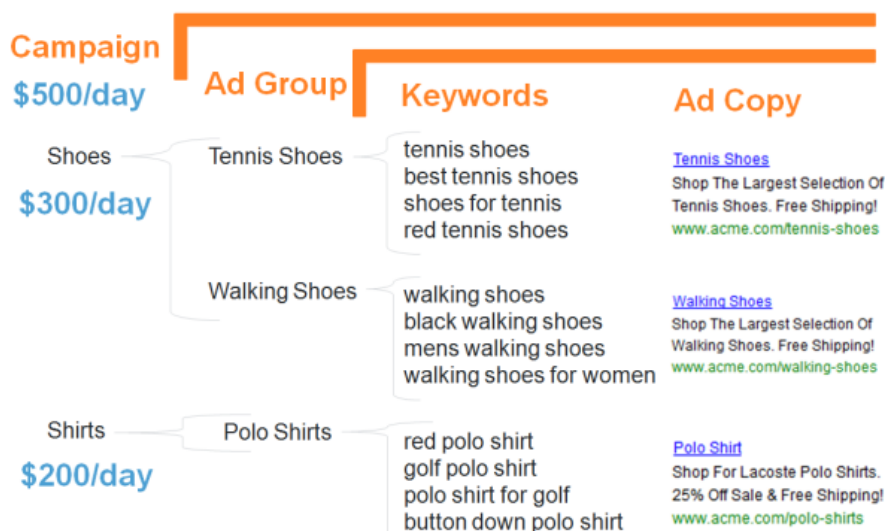
If no one's searching for your target keywords, you won't get any results from your ads. At the same time, **keywords with extremely high volume** attract more competition (and, in some cases, lose relevancy). When doing keyword research, relevant high-volume and low-competition keywords are a sweet spot, but they may not be easy to come by. It then becomes a balancing act between demand (volume) and budget (competition).

Keyword Cost

Ad placement is determined by the bid you specific for the keyword and the quality score Google has given your ad. Higher bids and higher quality ads win the best placement. With this in mind, high competition keywords end up being more expensive. Bidding too low means your ad will not be shown, so you'll want to ensure that you can be competitive based on how much competition is for the keyword.

Account and Campaign Structure

In theory, you could lump all of your keywords together in a single bucket and display one ad for the aggregate lot. But your budget would be eaten up by a handful of high-volume keywords, and your quality score would go down. That's why structuring your Google Ads account properly is so important.



There are several levels for Google Ads campaign organization:

- **Ad** - The copy that's displayed for the keywords you've chosen.
- **Keywords** - The queries you're bidding on.



- **Ad Group** - Sets of like keywords grouped by theme.
- **Campaign** - Highest level for managing ad groups.

At each level, you'll be able to determine what's working and not working, making you more informed about performance and how your money is being spent.

Copy

At the end of the day, when your keywords are chosen and your account is structured, you still have to write good ads and "earn" the click.

An ad is made up of a few components:

- Title
- Display URL
- Description



Understand exactly what the searchers are looking for with their queries and see if you write a great ad that makes your offer attractive.

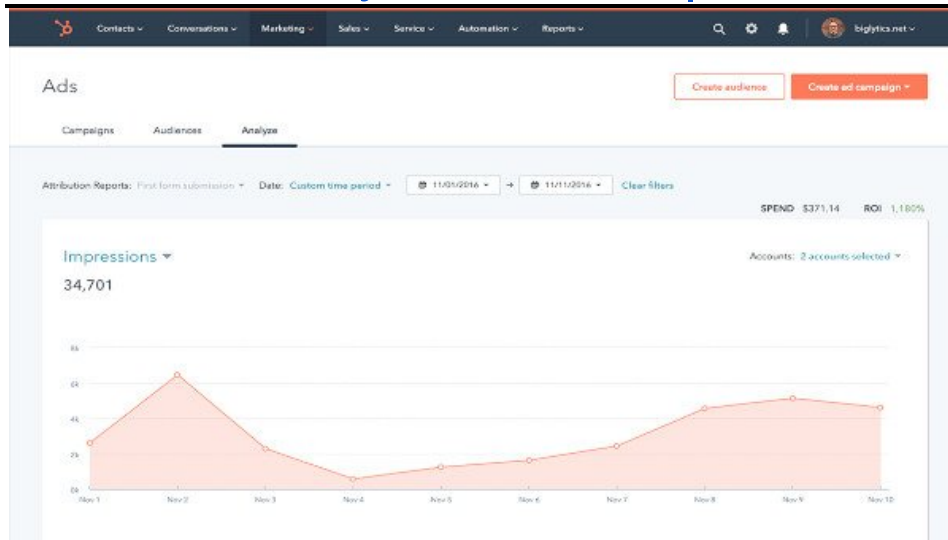
Keep in mind also that SEM isn't a set-it-and-forget-it activity. Ongoing PPC management helps you eliminate budget waste, experiment with ads, and optimize keywords you're bidding for to ensure that you're getting the most ROI from your efforts.

Best SEM tools

1. HubSpot's Ad Tracking Software
2. SEMrush
3. Google Trends
4. Keywordtool.io
5. Google Ads Keyword Planner
6. SpyFu
7. WordStream

1. [HubSpot's Ad Tracking Software](#)

You're not paying for ads for the fun of it; you're paying for ads because you want to generate leads and drive revenue for your business. The HubSpot Ads tool helps you go beyond traffic and click metrics to analyze exactly how ads are influencing contacts where they are in the buyer's journey. This will help you understand which ads actually work, justify SEM as a channel, and integrate your advertising in with the rest of your marketing efforts.



2. [SEMRush](#)

SEMRush allows you to conduct extensive keyword research, keyword rank tracking, site audits, traffic analysis, and more. SEMRush is a fantastic tool for finding opportunities to rank for long-tail keywords organically, but additionally, you can use the tool for various SEM efforts. For instance, you can use SEMRush to figure out where your competitors are concentrating their marketing efforts, and analyze their regional presence, to figure out how much money you want to put behind certain keywords.

Additionally, SEMRush enables you to discover your main paid search competitors, figure out which keywords they're bidding on, and study the composition of their ads. This is vital information when you're cultivating your own paid strategy and are unsure how to out-rank other businesses on the SERPs.

Keyword Magic Tool: List 35

acoustic guitars US Search

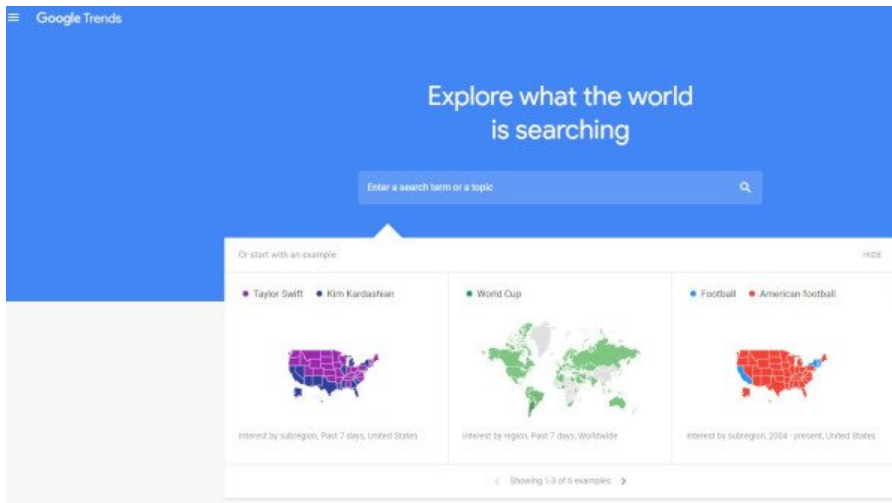
Keyword	Volume	KD%	CPC	Com. P.	SP P.	Results
acoustic guitar	113,000	82.96	0.37	1.00	8	495M
acoustic electric guitar	21,700	81.63	0.33	1.00	3	281M
Fender acoustic guitar	14,900	79.16	0.91	1.00	3	15,23M
best acoustic guitar	12,100	15.43	0.36	1.00	3	226M
ghibson acoustic guitar	12,100	89.39	0.43	1.00	3	18,4M
acoustic guitar strings	9,900	77.38	0.46	1.00	3	152M
janeba acoustic guitar	9,900	81.49	0.91	1.00	3	49,1M
acoustic guitar	8,100	82.96	0.29	1.00	3	223M
acoustic guitar tuner	8,100	85.91	0.85	1.00	3	20,3M
Bowen acoustic guitar	8,100	89.95	0.32	1.00	3	100
acoustic guitar forum	6,000	96.22	1.44	0.00	3	79
acoustic guitar pickup	5,000	78.26	0.36	1.00	3	47M
acoustic acoustic guitar	4,000	82.83	0.35	1.00	4	10,1M

3. [Google Trends](#)

Google Trends allows you to track search volume for a particular keyword across a specific region, language, or time frame -- which can enable you to identify which search terms are trending, and which ones aren't. Since you don't want to put money behind a keyword that's decreasing in popularity, this is an incredibly useful tool for your SEM efforts.



Additionally, particularly if you work for an ecommerce business, the ability to gauge interest in your product or service in a certain geographical area is undoubtedly powerful for ensuring you tailor your paid efforts to specific locations, saving you money in the long-run.



4. [Keywordtool.io](https://keywordtool.io)

One of the most helpful features of Keywordtool.io is its ability to tap into Google, Bing, YouTube, Amazon, Instagram, Twitter, and the App Store, so that you're able to segment your keyword research through various channels and better target your efforts. Additionally, the tool takes your base keyword and provides you with variations of words and phrases, which allows you to cultivate a more extensive list of possible keywords you might want to include in a paid ad.

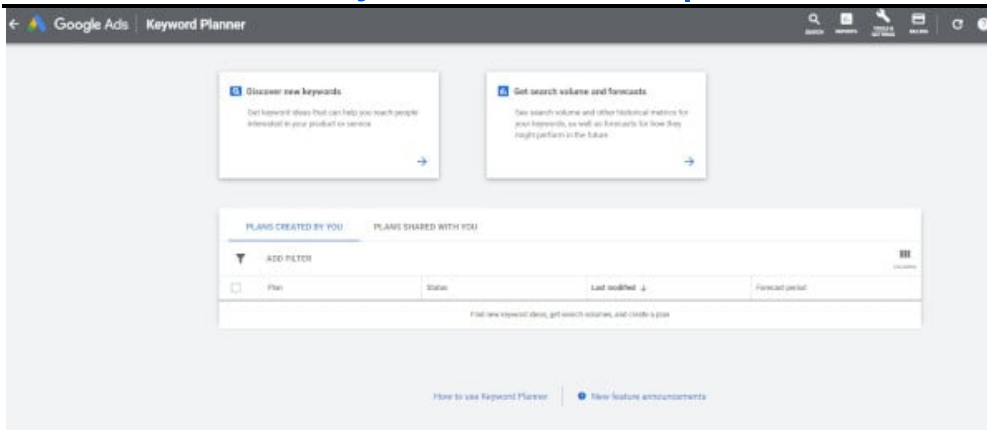
Using Google Autocomplete to provide relevant keywords for you, the free version of Keywordtool.io lets you generate up to 750 long-tail keywords and keyword suggestions for every search term. Plus, you can use the tool to analyze search trends on Google, to ensure your desired keywords are increasing in popularity and will continue to serve you well over the long-term.



5. [Google Ads Keyword Planner](https://ads.google.com/features/planner/)

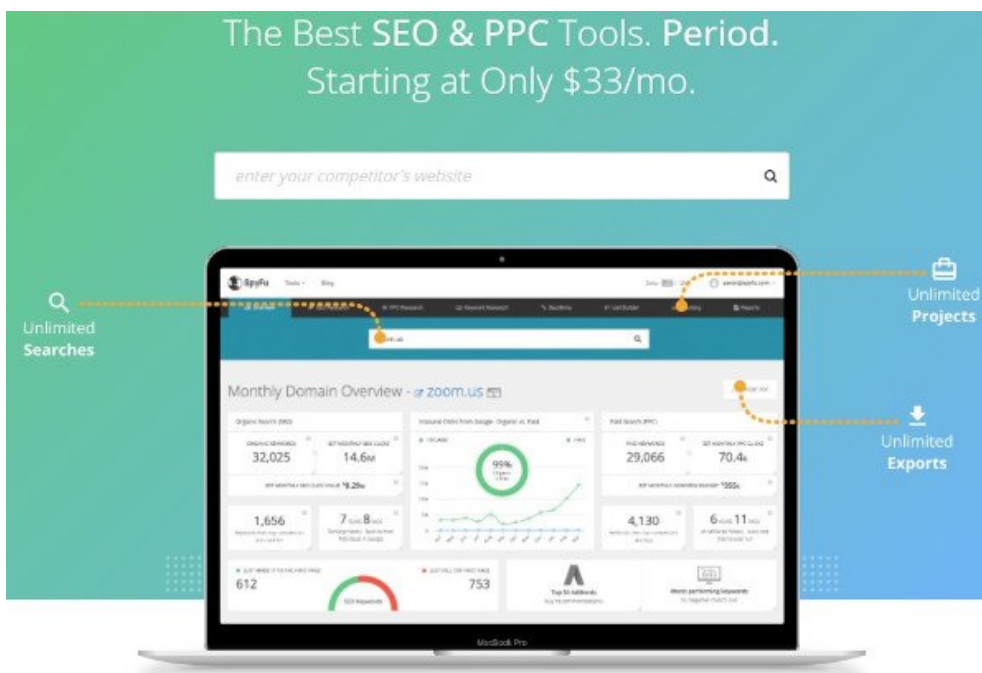
Since Google is likely where you want your ads to appear, it makes sense to consider using Google Ads Keyword Planner to research relevant keywords for your business, and keep track of how searches for certain keywords change over time. The Keyword Planner will help you narrow down a list of possible keywords to ensure you're choosing the most effective ones for your business.

Additionally, Keyword Planner will give you suggested bid estimates for each keyword, so you can determine which keywords work with your advertising budget. Best of all, once you've found your ideal keywords and are ready to launch an ad campaign, you can do it all from within the tool.



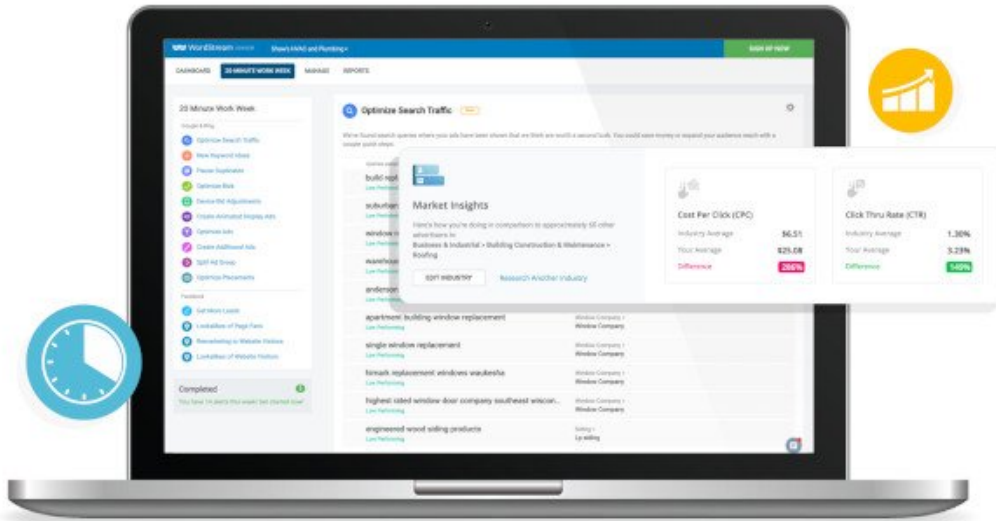
6. [SpyFu](#)

Ever wish you could see which keywords your competitors are buying on Google, or check out which ad tests they've run? With SpyFu, you're able to do just that -- simply search a domain, and you'll see every keyword that business has bought on AdWords, every organic keyword for which they've ranked, and every ad variation they've had in the last 12 years. Plus, you can monitor your own paid and SEO rankings on Google, Bing, and Yahoo.



7. [WordStream](#)

WordStream is a advertising management solution that can help you research, measure, and optimize your ads for performance. You get access to advanced reporting features for data analysis and tools for creating great ads. In addition, WordStream has alerts and workflow tools to help you make decisions about your campaigns.



With the above tools and a killer strategy, SEM can be a great strategy for lead generation. There's no reason why you shouldn't start your PPC campaign today.



30 Short code

[Derek Johnson, Tantango](#) – At the heart of every SMS marketing campaign is an SMS short code and SMS keyword. In this post, Tantango CEO, Derek Johnson discusses the differences in SMS keywords and short codes and how they function together.

Let's take a closer look at both SMS keywords and SMS short codes individually below.

What Is an SMS Keyword?

In order to understand how an SMS keyword works, let's take a step back and look at the consumer opt-in process. There are three ways that a consumer can opt into an SMS marketing campaign, the options are:

1. On a mobile phone. The consumer texts a keyword to a short code.
2. On a website. The consumer fills out a web form.
3. In a store. The consumer signs up at a point-of-sale system when making a purchase.

When a customer opts into an SMS marketing campaign through their mobile device, they have to text an SMS keyword in order to be added to the subscriber list. A keyword is a word or a combination of a word and number that a consumer texts to a short code in order to receive automated marketing messages. Keep scrolling to learn all about short codes.

A brand will typically advertise a variety of company initiatives through their SMS marketing and can use numerous mediums to grow their subscriber list. For example, brands will advertise via print, television, radio, their website, or on social media. A brand might say "Text 'Hello' to 1-2-3-4-5, to get the best deals directly to your phone." In this example, the word "Hello" would be the SMS keyword that will prompt the system to add that consumer to the SMS subscriber list.

What Is an SMS Short Code?

A short code is a five- or a six-digit phone number (e.g. 12345 or 123456) that a brand uses to send automated [text marketing](#) messages to its customers. A brand can choose to send a transactional message, a flight alert, a package reminder, a [marketing message](#), or a [text to download](#) an app (the possibilities are endless). A short code can be any combination of numbers and fall into the following categories:

- [A vanity short code](#). A vanity [short code](#) is a phone number that is five to six digits and is selected specifically by the brand, usually because it is easy for the consumer to remember and type into the mobile phone. To lease a vanity short code a brand will have to pay \$1,000 per month.
- [A generic short code](#). A generic short code is also known as a non-vanity or random short code. This is a five- to six-digit phone number that is randomly assigned to a brand. A generic short code costs \$500 per month to lease.
- [A shared short code](#). A [shared short code](#) is when a phone number is used by thousands of brands for SMS marketing.
- [A dedicated short code](#). A [dedicated short code](#) means that one brand owns the phone number and is running the only SMS campaign on that phone number.



31 Signature Ads

[Naman Modi](#) – Even amidst all the new marketing channels and technologies, email marketing remains one of the most effective channels with one of the highest potential ROIs. On the other hand, email signatures are a very important aspect of any [email marketing strategy](#).

Email signatures are a very important [lead generation](#) device on its own that is also very useful for your sales team. According to a study, a small company can generate around 1.2 million impressions from email signatures alone, equivalent to around \$100,000 in PPC ads.

What's more, email signature impressions are highly targeted since you send your email to consenting recipients. Meaning, unlike ads, they won't block your emails. In fact, in many cases, email signatures are often the first visual impression seen by your business's potential prospects.

With email, marketing already has potentially high ROI; [email signatures](#) can also be the highest ROI channel among your account-based marketing channels. In short, email signatures can be very effective in three core aspects of your business:

- Build awareness and start relationships (lead generation)
- Inform and educate your prospects (lead nurturing)
- Encourage conversions

So, optimizing your email signature design is very important if you want to boost your marketing and sales performance. Here, we will discuss the concept of email signature design and how to optimize it to improve your [content marketing](#) reach, generate more awareness and leads, and, ultimately, drive more sales conversions.

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- [Email Signature Design: Basic Principles and Best Practices](#)
- [Email Signature Design: Optimizing The Elements](#)
- [Email Signature and Banner Design: Best Practices](#)
- [Create Guidelines For Your Team](#)
- [Conclusion: You Can Start Designing a Conversion-Optimized Email Signature](#)

EMAIL SIGNATURE DESIGN: BASIC PRINCIPLES AND BEST PRACTICES

Above anything else, your [email signature should be comprehensive](#) for human readers: easy to read with good structure, and should include the following elements:

- Name of the sender
- Job title
- Email address
- Phone number
- Website URL (company URL)

Now, we certainly can use basic text or [HTML code](#) that includes these five basic elements. However, most likely, it won't be very attractive for your recipients, and this is why for the rest of this guide, we will go through how we can optimize the design to attract more prospects and encourage conversions.

For example, let's compare these two email signature examples:



Naman Modi
Owner / Creative Director
Naman Modi Digital
Phone: (011) 91 9988004090
Email: hello@namanmodi.com
Follow me on Twitter: <https://twitter.com/namandigital>
Skype: messynaman22
Web Site: <https://www.namanmodi.com/>

And this:



We are more likely to remember the latter, and we are more likely to click on the website's URL or the CTA ("Request a demo").

Speaking about CTA, we can also add a CTA in plain text or with an optimized design. If your CTA is just another text element in an email that is already busy with text, it might not be very effective in encouraging your recipients to click this CTA.

As you can see from the above example, you can get an optimized email signature without including your email address. Most people will just hit the reply button on their email app anyways, so it might be redundant to add your email address. However, some organizations still prefer to put email addresses on signatures for extra exposure/awareness, so it's easier for recipients to find them.

Since we want our email signatures to be clickable and interactive, then a plain image (JPG, PNG, other formats) is not preferred. Most optimized email signatures are created in HTML code, including images, GIF elements, and even full banners, which we will discuss below.

See More: [Tops Reasons Why Email Marketing Is Indispensable](#)

EMAIL SIGNATURE DESIGN: OPTIMIZING THE ELEMENTS

As we've briefly discussed, the common practice is to create your email signature in an HTML format. HTML5 is akin to a blank canvas where we can include all the different kinds of design elements that are also clickable/interactable, so we can include images, [animated banners](#), and even videos if you want.

With that being said, we can consider adding the following elements in the HTML block:

- Headshot: adding authenticity and a human feel to the email signature
- Company logo: pretty obvious and can be a great way to attract your reader's attention
- Social media icons: link to your [social media platform](#) profiles; social media links tend to have high click-through rates
- Brand color: using your brand color palette, useful especially if your brand is already well-known



- Animated banners: very useful to improve click-through rate, and this is where you can put your CTA

So, how should we use these elements in our design? Let's discuss them one by one:

Personal Headshot

As we've briefly discussed above, using personal headshots is an effective way to tell and convince your recipient that a real person is sending the email. Various studies have also shown that using human photos can significantly [improve conversion rates](#).

Why? Because we are naturally attracted to faces, smiles, and eye contact. It's also a common practice to see headshots when we interact with any personal information in business settings, thanks to [LinkedIn](#).

In short, add a well-taken headshot on your email signature. The common practice is to add it on the side (either side) of your signature, and you might want to bound it within a masked area (a circle/square mask, but if your logo allows, you can also put the headshot into a mask the shape of your logo).

Make sure your headshot doesn't dominate the whole signature. Keep it small, and consider the balance with the other elements. Since people tend to change headshots, consider making it a separate image element (not bound to a larger image) within the email signature, so it's easier for your personnel to change their headshots when needed.

Company Logo

Your company logo is an important aspect of showcasing your brand identity. It would only make sense to include your logo and make it as noticeable as possible on your email signature.

A key consideration here is its size: too small, and your recipient might not notice it, too big, and it might be overwhelming for the overall design. You should also consider your logo's design when determining the correct size. If, for example, your brand mark only looks good when it's displayed in a large size, then you might want to only use your brand name/logotype in the signature.

Regarding placement, you can use a few different approaches, but the general principle is that your logo shouldn't interrupt the signature block's user experience. You can use a centered logo at the top or bottom of the signature block, but sandwiching your logo between two blocks of information is a big no-no.

It is generally better to place your company logo on either side of the signature. Putting your logo on the left-hand side is generally preferred since most of us want our audience to see your logo first before seeing contact information. But, putting it on the right can work as well if you want them to read your contact first for one reason or another.

Brand Color and Fonts: Design Mood

A common approach is to incorporate colors your brand is identifiable with, which can especially work if your brand is already relatively well-known. Using brand colors can set up the mood of the message you'd want to convey in your email signature and effectively communicate company values.



Creating a sense of continuity throughout your branding is very important, and especially if you are nurturing leads, this can help in familiarizing your recipients with your brand messages.

If you have your fonts (or have decided on a font for your brand), you can incorporate it into your email signature to match fonts in your other [marketing channels](#). Again, this small practice can help in building a sense of continuity and familiarity.

Social Media Buttons

In this age of [social media marketing](#), providing clickable icons that connect with your business's social media profiles can effectively drive engagements. However, don't include too many icons, which might be counterproductive. Not only would it make your email signature looks cluttered, but it might also create choice paralysis and discourage engagement/conversion instead. In general, just pick two and maximum, three of your best-performing social channels.

Optimizing Email Signature Animated Banners

An email signature banner is a graphical, animated banner designed to blend into your email signature. Their animated nature can be effective in capturing your audience's attention and can significantly [boost conversion rates](#).

Also, you can include your other promotions in the banner. For example, if you just launched a new product, you can display it in this banner. Similarly, you can also promote events, downloadable content, discounts, and so on.

Not only is this banner free, but it also has a high potential click-through-rate of above 5%. So, it is a very effective lead generation device and marketing channel, and we shouldn't disregard it.

- **EMAIL SIGNATURE AND BANNER DESIGN: BEST PRACTICES**
- **Maintain Continuity and Consistency in Branding**

It's very important to have an established branding strategy before designing your email signature. Your brand message and overall mood should be consistent and communicated in your email signature.

For example, if you want to convey professionalism with a minimalist design approach, make sure it's projected both in the email signature and in your banners. As we've also discussed, you should use the same font (or fonts) that your brand use in your website and social media profiles while also using your brand colors. While you can use contrasting colors here or there or accenting design elements to capture attention, it's important to maintain continuity.

As a general rule of thumb to measure continuity and consistency, you should be able to place your email signature and banner on your site's homepage, and they should fit in right away.

Avoid Clutter

Be straight to the point and keep it simple. Remember that in today's saturated [digital marketing](#), less is more. If your email signature and banner are too busy, people will simply bounce. Include only the information, links, and CTAs necessary and make sure you are communicating a clear message. In this aspect, you should consider:



Your target recipients and their behaviors/needs

You should communicate the right message for the right audience for it to be effective. This can involve creating different email signatures and banners for different departments, for example, slightly differentiating signatures of your sales team and your marketing team.

You can also customize signatures based on location/language or role. It's best to map out your employees and their potential recipients so you can develop a customized, personalized strategy for each.

[Grow Your Business With Confidence](#)

Your objective

What is the goal you are trying to achieve with your email signature campaign? There are various potential objectives you can pursue, including:

1. For them to click on the banner (and direct them to a landing page)
2. For them to visit your website
3. For them to visit your social media profiles
4. Call/text you
5. Download an offer

And so on. Your design approach should focus on achieving this goal. For example, if you want them to visit your site, you can emphasize this by making your site URL more attractive and/or easy to find.

Mobile-friendliness

Most people nowadays check their emails on mobile devices, so make sure your signature and banner are properly optimized for mobile. Typically you should design your signature and banners using the screen size most of your audiences will view; however, test on as many mobile devices as possible.

Fewer colors and fonts= better engagement

Again, remember that many of your recipients will be reading their emails on mobile devices, and using fewer colors generally will translate to [better readability](#). Also, the more colors you use, the more risks of display issues you might have, like contrast issues with today's dark mode on browsers and OS.

It's generally the same with fonts: less is more. Unless it's necessary, you should stick with a single font throughout your email signatures and minimize font variations on your banner.

Also, You Can Read [Steps to Building a Successful Email Marketing Campaign](#)

CREATE GUIDELINES FOR YOUR TEAM

Detailed guidelines for your email signature and banner will be useful not only for your designers but for your employees/email owners when they want to change their headshots or update their information.

Your email signature guidelines should include (but not limited to):



- A description of the objective(s) of the email signature. If you have many different objectives, you can list the top 3. Again, less is more.
- General design guidelines describing the overall mood, feel, and look of the email signature.
- A list of what information is mandatory in the email signature and what should not be included.
- Design constraints
- Email deliverability expectation
- A brief description of how your signature banners can be integrated with other marketing channels/system (if any)
- Resolution, size, formats, and other specification requirements.
- Description of form factor (or device) that should be considered the default
- Guidelines on fonts and brand colors to use

On the other hand, you should also create your email banner guidelines. As we've discussed above, we can use many similar design principles in both the signature and banner; however, your banner might have its specific requirements.

[Check out this video review on Email Signatures](#)



32 Social Media Profiles and Marketing

[Kristen Baker, Hubspot](#) – What is Social Media Marketing?

Social media marketing is the action of creating content to promote your business and products on various social media platforms such as Facebook, Instagram, and Twitter. Your unique content should be tailored to the specific platform it's being shared on to help you boost conversions and increase brand awareness.

Social media marketing is all about meeting your target audience and customers where they are and as they socially interact with each other and your brand.

While social media marketing as a whole is incredibly valuable and beneficial to your business growth (as you'll see in the following section), your strategy will differ based on [which social networks your audience spends their time on](#).

Before we dig deeper into social media marketing, let's [segment the strategy by platform](#).

Facebook

- **Users:** [1.79 billion](#) *daily* active users worldwide
- **Audience:** Generation X and millennials
- **Industry impact:** B2C
- **Best for:** Brand awareness; advertising

Twitter

- **Users:** [186 million](#) *daily* active users worldwide
- **Audience:** Primarily millennials
- **Industry impact:** B2B and B2C
- **Best for:** Public relations; customer service

Instagram

- **Users:** [1 billion](#) *monthly* active users
- **Audience:** Primarily millennials
- **Industry impact:** B2C
- **Best for:** Natural-looking media, behind-the-scenes, and user-generated content; advertising

LinkedIn

- **Users:** [675 million](#) *monthly* active users worldwide
- **Audience:** Baby boomers, Generation X, and millennials
- **Industry impact:** B2B
- **Best for:** B2B relationships, business development, and employment marketing

YouTube

- **Users:** [Over 2 billion](#) logged-in *monthly* users worldwide
- **Audience:** Millennials, closely followed by Generation Z
- **Industry impact:** B2C
- **Best for:** Brand awareness; entertainment, and how-to videos

Snapchat

- **Users:** [249 million](#) *daily* active users worldwide



- **Audience:** Primarily Generation Z
- **Industry impact:** B2C
- **Best for:** Brand awareness; advertising

Pinterest

- **Users:** [416 million](#) *monthly* active users worldwide
- **Audience:** Primarily older millennials and younger baby boomers
- **Industry impact:** B2C
- **Best for:** Visual advertising; inspiration

Now that we've detailed the fundamentals of each social media network, let's discuss why social media marketing is beneficial for your business.

Benefits of Social Media Marketing

There are a variety of reasons why your company should use social media marketing. We've created a list of the four most beneficial reasons to consider.

Let's dive in.

1. Increase Brand Awareness

In 2018, there were over [3.2 billion people on social media globally](#). Due to the sheer amount of people on social media, you can see why ensuring your business is sharing content related to your products as well as details about your company via a platform or two has the potential to help you improve [brand awareness](#).

In fact, social media has been proven to [boost brand awareness](#) by driving up engagement. Social engagement includes things like comments, likes, shares, and re-posts. Social media also helps you increase brand awareness by directing traffic straight to your site. You can do this by including direct links to your website in your profile, bio, and posts.

Featured Resource

- [How to Build a Brand for Your Company](#)

2. Generate Leads and Boost Conversions

Promoting and sharing your products on social media is a simple way to [improve lead generation](#), boost conversions, and increase sales because you're advertising to people who have opted to engage with you by following your account.

Here are some examples of ways you can [use social media to generate more leads](#).

- **Create contests** for your visitors and followers to participate in on your social media profiles.
- **Include links to your website and offers** in the bio sections of your profiles.
- **Host live videos** to make announcements about products and provide updates or details about exciting news at your company.
- **Implement a [social media marketing campaign](#)** on one of your channels.
- **Sell your products through your social profiles.** For example, you can enable [Facebook's Shop Section](#) or [Instagram's Shopping feature](#) on your profiles. These features allow your visitors and



followers to click on products you've shared in posts to view information such as price, material, and size. Then, visitors can easily proceed to checkout through the platform and buy the product directly from you.

3. Foster Relationships With Customers

By connecting and engaging with your social media followers, you'll be able to build lasting relationships between them and your business. You can do this by interacting with them on your posts, responding to their questions and comments, and providing them with any help they may need.

You can also ask your followers questions about your products, their pain points, or create giveaways to help you build trust and show them how much you value their input and support.

4. Learn From Competitors

Social media is a great way to keep tabs on your competitors — whether that's in reference to their social media tactics, the products they're promoting, the [campaigns](#) they're implementing, or their level of interaction with followers.

Social media allows you to get a look at what is and isn't working for your competition, and therefore helps you decide what should or shouldn't change in terms of *your* company's approach. Lastly, reviewing the social accounts of your competitors can help you make sure your marketing stands out and is unique to your brand.

[Learn how to conduct a competitive analysis to discover how you can beat the competition.](#)

Now, let's talk strategy — there are five steps to [ensure your social media marketing plan is sustainable](#) and positively impacts your business.

How to Create a Social Media Marketing Strategy

1. Research your buyer personas and audience
2. Determine which social platforms you'll market on
3. Create unique and engaging content
4. Organize a schedule for your posts
5. Analyze your impact and results

Let's cover these steps in more detail so you can begin applying them to your business.

1. Research your buyer personas and audience.

The first step to creating a social media marketing strategy is to determine who your [buyer personas](#) and audience are so you can target their needs and interests appropriately. To do this, think about the people you're trying to reach and why, and how you would classify them as a group. For example, if your company sells trendy leggings and joggers, you might classify your target audience as millennials who like to wear stylish athletic apparel regularly — a style known as [athleisure](#).

By considering your buyer personas and audience, you'll then be able to determine what content will attract the type followers and customers you hope to gain and how you can create engaging content to keep your followers interested.

Featured Resource



- [Buyer Persona Templates](#)
- [Make My Persona Tool](#)

2. Determine which social platforms you'll market on.

As a social media marketer, it's crucial you determine which platforms you're going to share your content on. There's not necessarily a right or wrong answer when it comes to which social channels your business should use — it's more about the needs of your target audience and where they tend to spend their time.

"It's important to be where your audience of potential customers is today, and where they might be tomorrow. It's better to be ahead of the curve than behind." — Andrew Delaney, Social Media Marketing Manager at HubSpot

For example, if you are going for that target audience of athleisure-loving millennials, you may want to focus the majority of your social media efforts on [Instagram](#) — this is because [millennials](#) cover the largest portion of users on the platform.

Featured Resources

- [A Marketer's Guide to Snapchat for Business](#)
- [50 Facebook Ad Examples We Actually Clicked](#)
- [YouTube for Business: A 30-Day Roadmap for Growth](#)
- [How to Use Twitter for Business \(+ Follower Tracking Template\)](#)
- [12 Pinterest Templates for Business](#)

3. Create unique and engaging content.

With the billions of social media users around the globe, there's no question that at least *some* of your followers — or the people browsing your profile — have also seen your competitor's content or that of other businesses in your industry. That's why you must have [engaging social media content](#) that stands out and provides viewers with a reason to click that "Follow" button and interact with your brand.

To help you get creative, consider the content your competitors are sharing and how you can uniquely promote your products. Also, take advantage of the features offered by the platform you're using. For example, you can create live videos on Facebook to share the latest details about a product launch or conduct a giveaway.

Lastly, use your current customers and promoters to help you generate content. You can do this by re-posting their content or encouraging them to use a hashtag to share their own experiences and pictures with your products (similar to Frye's Instagram hashtag that I mentioned earlier).

4. Organize a schedule for your posts.

One of the easiest ways to ensure your content is shared as planned is to use a social media management solution. These tools allow you to write captions, prepare pictures and videos, and schedule posts in advance. They also automatically share your content on schedule and [monitor](#) all post interactions and engagement for you. Social media management solutions save you time and allow you to focus on your other tasks. There are a number of solution options available — here are a few examples.

1) HubSpot

[HubSpot](#) offers a social media tool — as part of the [marketing software](#) — to help you publish and monitor your content and create real connections with your followers. You can schedule and publish your content in



advance and compare in-depth reports on your posts' engagement to understand the performance of various platforms, types of content, and posting times.

2) Sprout Social

[Sprout Social](#) is a social media marketing and management solution designed to help your team organize and plan content creation, manage campaigns, understand engagement, and review content reports and analysis.

3) Hootsuite

[Hootsuite](#) is a social media management platform for finding, scheduling, managing, and reporting on your content. You can schedule posts in advance on *all* of your channels at once and measure your ROI with comprehensive content analysis.

How often should you post on social media?

Now, you might be wondering how often you should post content on your social media channels.

As a rule of thumb, you should only post on social when you have *quality* content to share. Meaning, there's a reason you're posting the content. This is how you'll strike the right balance when it comes to your posting frequency. If you post too *infrequently*, you're bound to be forgotten by your followers. If you post too *frequently*, you'll likely become annoying to your followers. Both situations could potentially lead to a loss in followers and a decrease in engagement.

To avoid this, there are plenty of studies and resources available explaining [social media post frequency standards by industry](#) and [platform](#) for you to follow. Every business is different, so find what works for your audience. Then, you can begin experimenting with more or fewer posts, as well as other factors such as the [time of day you're posting on social](#), to determine what provides the highest level of engagement.

5. Analyze your impact and results.

One of the most important aspects of social media marketing is ensuring your efforts are successful in helping you meet your goals. To determine this, you'll need to keep track of all of your posts, on every channel. You can do this by reviewing and managing your social media metrics.

Social Media Metrics

[Social media metrics](#) are data related to the success of your posts and your impact on your audience and customers on various platforms. These metrics may include data about your level of engagement, likes, follows, shares, and all other interactions on each platform.

Here are 10 of the most important metrics for you to track:

1. **Engagement:** This includes clicks, comments, likes, and replies on your social media posts. There are also platform-specific types of engagement such as "[Saved](#)" posts on Instagram and "[Pinned](#)" posts on Pinterest.
2. **Reach:** The number of people who have seen any content associated with your page or profile is your reach.



3. **Followers:** This is the number of people you have on your profile who have clicked your “Follow” button and see your content in their feeds regularly.
4. **Impressions:** This is the number of times a post from your profile or page is seen, whether or not your audience members click on it. This is often what happens when someone is scrolling through their newsfeed, but not clicking on anything.
5. **Video views:** On Facebook, Snapchat, Instagram, or any other social channel with video capabilities, this is the number of views each gets.
6. **Profile visits:** The number of people who have opened your social media page is your number of profile visits.
7. **Mentions:** This is the number of times your profile has been mentioned by audience members in their posts.
8. **Tags:** This is when your audience adds the name of your company’s profile or your hashtag to another post.
9. **Reposts:** This is when a member of your audience posts a piece of your content on their profile.
10. **Shares:** These are the posts your followers and audience take from your profile and share with their network.

You can influence all of these metrics, increase your social following, and improve overall engagement on your profile by using the same tactics you would to [generate leads and boost conversions](#). You can also interact with your followers more frequently by talking to them, tagging them in content, responding to their questions, liking their posts, encouraging them to use your hashtags, and share your content (and you can also repost user-generated content).

How to Measure Social Media Metrics

You can review social media metrics in a variety of ways. For example, you can use the analytics tools built into the various platforms you use. Here are a few examples:

- [Twitter Analytics](#)
- [Facebook Analytics](#)
- [Instagram Insights](#)

You might also choose to use an analytics and tracking tool such as [Google Analytics](#). This is a great option if you want to track your social media *and* website metrics. Lastly, many [social media scheduling solutions](#) — as we reviewed earlier — have monitoring and tracking features automatically built in. All of these metrics tracking tools will give you a better understanding of what your followers and audience respond well to and what you should consider modifying to improve engagement.

Now that we’ve reviewed the benefits of social media marketing and how to build your strategy, let’s talk about the various resources available to help you along the way.

Social Media Marketing Resources

There is a plethora of social media marketing resources you can use to build a social strategy for your company. You’re bound to feel more confident about working on your company’s social media marketing initiative with the help of the following courses, training, and books.

Social Media Marketing Courses and Training



Here are three ways to earn an education in the field of social media marketing if you feel it's necessary for your specific business situation.

1. Earn a degree.

Although there isn't necessarily a "social media marketing degree" for undergraduates, there are online courses offered at a number of different schools and institutions you can take to earn a [certificate](#), Micromasters's or [master's degree](#) in the field.

2. Use an online learning website.

[Lynda](#) is another great educational resource. This online learning website offers training, tutorials, and courses on a wide variety of topics within the field of [social media marketing](#).

3. Earn a certificate administered by a company.

You might choose to earn a certificate from a company — such as [HubSpot's social media certification](#). This free certification teaches you how to engage with your customers and improve conversions. You'll also get a better understanding of how to develop your strategy, extend your reach, and measure your social media ROI.

Social Media Marketing Books

Reading relevant content about social media marketing is another great way to learn more about the field. Here are a few examples of some highly regarded books on the topic.

1. [***Likable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook***](#) by Dave Kerpen

This New York Times Bestseller covers the reasons why being likable and engaging with followers on social media is one of the most powerful ways to grow your base of customers and promoters. The book teaches you how to make impactful content for your followers to interact with and share with *their* networks. Author Dave Kerpen also describes why you need to ensure you're consistently delighting your followers to avoid losing them at any point in time.

2. [***Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World***](#) by Gary Vaynerchuk

According to author Gary Vaynerchuk, the key to social media marketing success isn't about pushing out a lot of content — it's about pushing out specific content tailored towards your target audience and using the right platform to do so.

In his book, Vaynerchuk covers how to do this as well as connect with your followers and customers on a deeper level through social media. You'll learn how to create memorable and unique content that stands out in comparison to competition's content.

3. [***The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More***](#) by Kipp Bodnar

HubSpot's CMO, Kipp Bodnar, writes about the ways B2B businesses can generate more leads and conversions through social media marketing. There are actionable methods you can take to increase your



base of followers and drive leads as well as understand the ROI of various B2B social media marketing strategies.

Start Marketing on Social Media

Considering there are billions of people on social media today, it's easy to see why so many businesses and marketers use the channel to promote their products and engage with customers.

Although determining *your* company's social media course of action may seem daunting, you can avoid feeling overwhelmed by understanding [social media marketing trends](#) and using some of the many resources available about the topic. So, start working on your business' social media marketing strategy today to increase your number of followers, improve engagement, and boost conversions.



33 Squeeze Pages

[Martin Zhel, Mailmunch](#) – A squeeze page is a landing page created with the main purpose of converting visitors into email subscribers.

The way this works is by offering something of value to people in exchange for their email address. This is often a bribe or a lead magnet that promises to teach them how to get rid of a problem or achieve a certain goal.

If you want to build your email list, you need to be using squeeze pages as they are the most effective way to do so.

In this blog post, I'm going to show you all the steps that you need to take to create a squeeze page for your business.

Develop your core offer

This is the single most important element that will determine the success of your squeeze page.

You might have the ugliest page with the worst copy, but if your offer is really good, then people will convert. At the same time, you might have a really good design with well-written copy, but if your offer is not good, nothing is going to convince people to opt-in.

To create a great offer, you need to do the following:

Identify your target audience – you can't create an amazing offer if you don't know who you're targeting in the first place. That's why your first step is to identify your target audience.

You should know their age, gender, location, occupation, appearance, interests, hobbies, behaviors and any other identifying traits (married, in a relationship, children, etc.).

For example:

John is 45 years old, married with two kids and lives in Ohio. He's working in a bank, wears suits all day, goes straight home after work and rarely goes out. He doesn't work out and he's starting to gain weight. He wants to travel more often but he rarely has the chance to do so with his job. He never takes vacation days because he's afraid that the company will realize they don't need him, and he will lose his job.

The more you know about your target audience, the easier it will be for you to identify their core desires and understand what they want to achieve and why.

Identify the core desire of your audience – people desire two things – to get rid of their problems and to achieve their goals.

That's why you should spend time identifying the biggest problems and goals that your target audience has. For example: *John wants to quit his job and start an online business that will allow him to quit his job, support his family and travel more often (goals).*



However, he doesn't know where to start. He has heard that an eCommerce business is easy to start but he doesn't know what to sell, what niche to pick, how to drive traffic to his site, how to convert people to buyers, etc. (problems).

In this case, the core desire for John is to learn how to build an online business so he can have the freedom to do everything he wants.

Offer a solution for one of their problems – make a list of all the problems that your target audience has that are stopping them from achieving their primary objective.

Then offer a solution for one of them. This is your core offer for which you're going to develop a squeeze page.

For example: you can teach John how to find a profitable niche for his eCommerce site.

Keep in mind that you can develop a separate squeeze page for every problem your target audience has. This will allow you to generate more leads.

So, you can have other ones covering:

- How to pick the right products to sell on an eCommerce site
- How to drive traffic to an eCommerce site
- How to improve conversions for an eCommerce site
- **Build your lead magnet**

You can't really build a squeeze page without having a lead magnet to offer to your subscribers.

That's why you should take the time to create your bribe first before going any further.

Here's how to do that:

How to name your lead magnet – the way you name your lead magnet is the single most important element that's going to drive your conversions up and down on your squeeze page.

That's why it's worth spending the extra time to work on this title.

Luckily, trade magazines have already done the research and have found which headlines tend to grab the most attention and cause people to want to read.

Feel free to use one of the following formats for naming your lead magnet:

- X ways to Y ("5 Ways to Get More Sales Prospects," "10 Ways To Increase Your Sales Conversions," "56 Exercises that Can Help Your Lose Fat," etc.)
- X ways to Y in Z time ("5 Ways to Lose 5 Pounds in the Next 2 Weeks")
- X resources to help you Y ("15 Resources to Help You Run a More Profitable eCommerce Business")
- X Y tips ("15 Tips for a More Happy Marriage")
- How to X without Y ("How to Lose 15 Pounds Without Eating Less," "How to Generate Quality Leads Without Spending Money on Advertising")

Choose the right format – even though this is not as important as the title of your magnet, you should choose the best possible format that will help you communicate your message effectively.

The most common formats to choose from are:



- PDFs (this could be an eBook, whitepaper or simple report)
- Video (you can [create a simple screencast](#) or shoot yourself talking in front of the camera)
- [Webinar](#) (a live or pre-recorded webinar that you can play on demand)

The format that you choose should be based on:

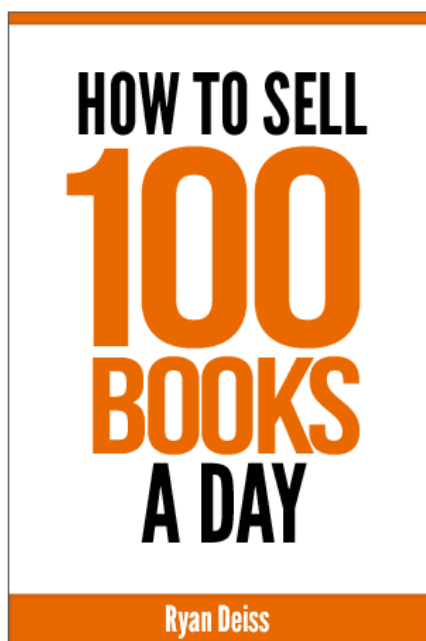
- What is the easiest one for you to create (do you like writing more or do you like speaking in front of the camera?)
- Which format allows you to communicate your message most effectively?
- Which format does your audience prefer?
- Which format converts the best?

Check out our blog posts:

- [How to Create Lead Magnets that Convert Like Crazy](#)
- [How to Create an eBook as an Opt-in Offer](#)
- **Choose a squeeze page type**

Here are the most common squeeze page types you can choose from:

Basic squeeze page – most often the simplest squeeze pages convert the best. This one below created by Ryan Deiss converts at an amazing 60.34%.



The reason for this is very simple.

When you have a great offer for your audience that you're giving away for free, you don't need to do too much convincing for the people to want to opt-in.

In fact, too many details included on the page might decrease conversion rates because they might distract people and draw their attention away from the call-to-action.

The most basic squeeze pages have only the following elements:



- An attractive book cover or an image to draw attention
- A benefit-oriented headline stating the offer
- An opt-in form requiring minimum information (it's good to go with the maximum of a name and an email)
- A statement that this is a free offer (this increases conversion as it makes it clear for visitors that they don't need to pay to get access to this offer)

Everything else is removed from the page so it doesn't distract the visitor from the main goal – to opt-in and take advantage of the offer.

It is ideal when you're driving traffic from Facebook ads, other pages from your website or affiliates.

Long-form squeeze page – the long-form squeeze page looks like an old-fashioned sales letter or a sales page. The difference is that instead of selling you a product or a service, it is offering you a free bribe in exchange for your opt-in.

Basic and video squeeze pages usually convert better, but there are certain situations when they're not the best fit.

For example: because of the lack of text, you won't be able to rank them in organic search and they probably won't be approved by Google AdWords.

That's why in these situations you would want to use long-form squeeze pages.

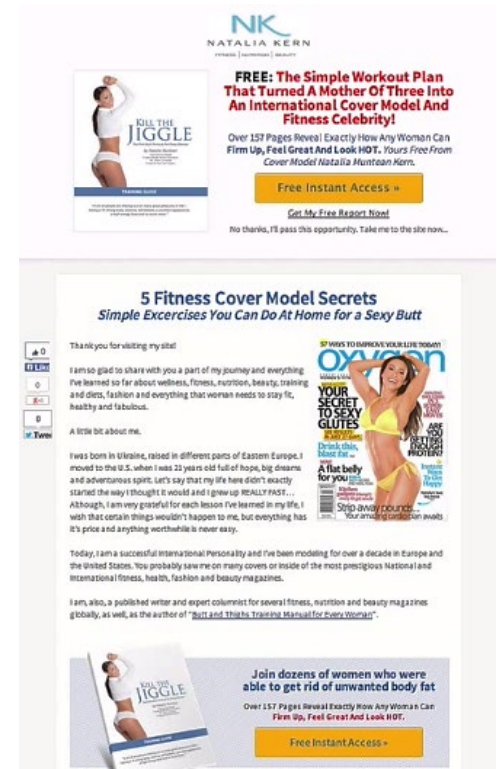
A great example is this page created by Natalia Kern that offers women tips on how to lose body fat.

You can see that above the fold looks exactly like a basic squeeze page with a cover, headline, sub-headline and big call-to-action button.

That way people can subscribe without the need to scroll down and read the rest.

At the same time, search engines like Google can get additional information about what is on the page, which will allow you to get it approved in AdWords.

Video squeeze page – it is similar to the basic squeeze page; the difference is that there is an educational video on the page.





FREE

FREE 5-PART Video SERIES:

"*Finally!* A Simple (and Inexpensive) Formula for Making Effective Marketing Videos!"



YES! Send Me the FREE 5-Part Video Series Now! »

[Click Here To Get INSTANT ACCESS to the Free Video Training Series!](#)

The video can help you build demand for your offer and the products or services you're going to sell later. At the same time, the video format makes your content more easily consumable and gets more attention.

Webinar squeeze page – this is the page that you create that allows people to register for your webinar.

This is a great example by [Teaching English Online](#) that offers a free webinar that teaches people how to learn English faster.



FREE Webinar: Introducing the most effective methods to learn English, the mentality needed, and the mistakes to avoid.

Reserve Now »

FREE Live Webinar

0 **00** **00** **00**
DAYS HOURS MINUTES SECONDS

WEDNESDAY, 26th March, 2014
5 PM London (GMT), 6 PM (CET), 9 PM Moscow (MSK)

What's involved:

- You'll learn that anyone can become fluent in English.
- I'll introduce the type of mentality needed to make really fast progress.
- You'll discover a method that will help you remember and use vocabulary effortlessly without making an effort.
- You'll learn a few tricks that will help you get in the habit of learning English.
- I'll introduce my new course that I'm sure you'll be very excited about.
- You'll have the opportunity to ask me questions.

Jack Askew
Jack is an English language coach who specializes in getting intermediate

You will recognize the following elements of the page:

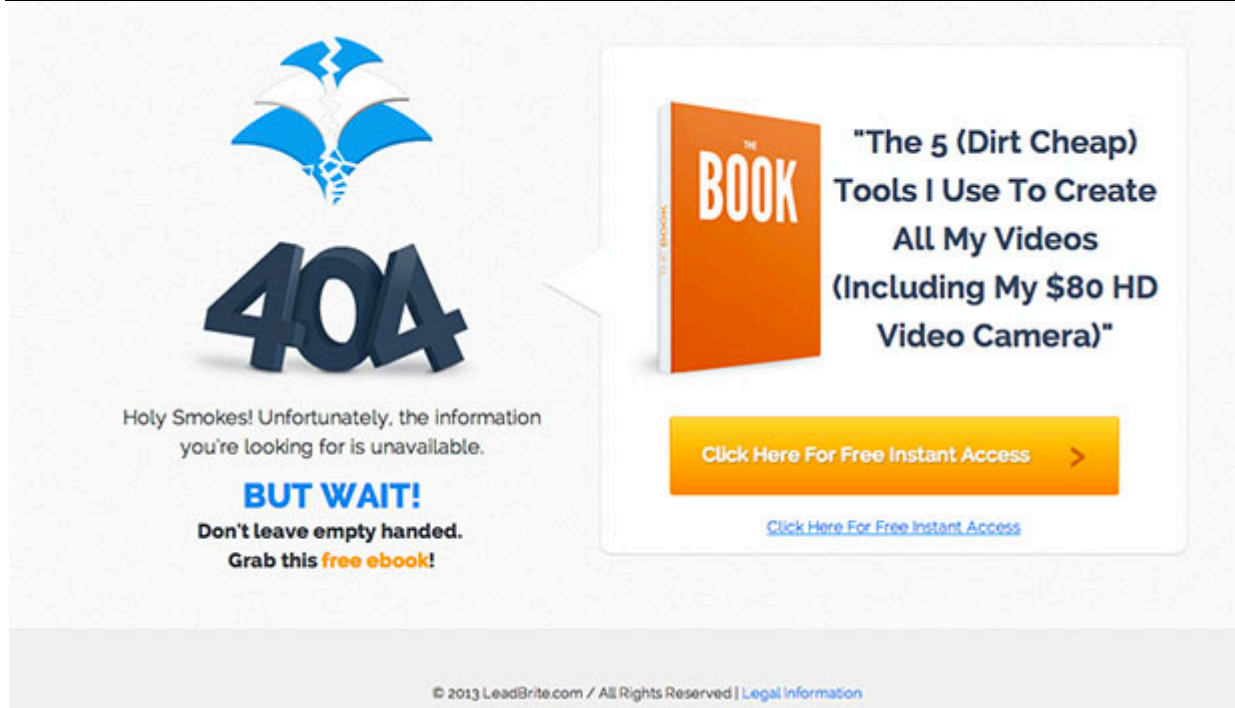
- Headline communicating the core offer
- Big call-to-action button on the top
- Exact time and date for the webinar
- Countdown clock showing how much time is left until the offer expires
- Statement that the webinar is free (you see that twice)
- Bullet points explaining what attendees are going to learn in the webinar
- Picture and bio of the webinar host

Not found 404 squeeze page – unfortunately, for one reason or another, most websites have broken pages.

People will click on a link and when they land on the page, they find that it no longer exists. They get an error 404 – page not found.

In this case, most visitors will simply leave your site and you probably won't hear from them again. But why not use this opportunity to offer them something valuable in exchange for an opt-in.

This is why you should setup a special squeeze page that you can set up as your 404 error page.



The page above has the following elements:

- 404 error message that's informing the visitor the page they have requested no longer exists.
- An opt-in offer on the side with an eBook cover, headline and call-to-action button.
- **Build your squeeze page**

The final step is to build your actual squeeze page.

Choose a landing page platform builder – if you don't want to design and code every single squeeze page you create, you will need to use a landing page builder.

For that, you can use [the landing page builder of MailMunch](#). It allows you to build squeeze pages from scratch using easy drag and drop functionality.

With it, you can easily add elements to the page such as text, buttons, images, forms and even custom HTML code.

Other landing page platforms you can use are:

- [LeadPages](#)
- [Unbounce](#)
- [Instapages](#)

Check out this [comprehensive Clickfunnels review](#), if you're interested in learning more.

Choose a template – most landing page platforms offer free ready templates you can use to setup your landing pages.

That way you don't have to start from scratch and you can build your page in just a few minutes. All you need to do is change images and copy.



Upload your lead magnet – if your lead magnet is a pdf, you will need to upload it on your website or CDN.

Here's how to upload a file on your hosting, depending on your provider:

- [How to upload a file on Hostgator](#)
- [How to upload a file on GoDaddy](#)
- [How to upload a file on Bluehost](#)

After you upload it, you will need to get the link to your file. It is usually structured like this:

Domainname.com/filename.pdf

For example: *mailmunch.co/grow-email-list.pdf*.

Copy this link because you will need to put it into your autoresponder.

If your lead magnet is a video, you will need to upload it either on YouTube, Vimeo or Wistia.

For more information, check out:

- [Upload videos on YouTube](#)
- [Uploading to Vimeo](#)
- [Uploading on Wistia](#)

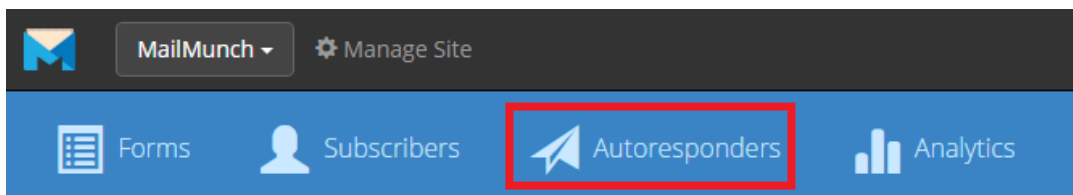
After you upload your video, you need to get a link and embed it on a landing page. That landing page right now is your lead magnet you can send to people after they opt-in.

For webinars, you will need to use a service like [WebinarJam](#) that allows you to broadcast live and recorded webinars to thousands of attendees.

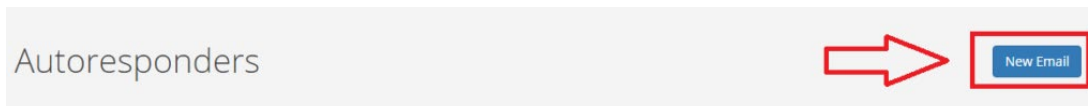
Here's a quick guide on [how to get started with WebinarJam](#).

Setup your autoresponder – you can also set up your autoresponders with MailMunch.

To do that, click on the autoresponder tab and in the dashboard:



Then select New Email:



Next, you should fill out the fields for the subject and the sender's name. Be sure to select “send this email immediately after user subscribes.”



1 Subject Save & Next

Subject
This text will be the subject of your email for recipients.
 Personalize ▼

Who is it from?
This is the sender name and email. Do not use emails like no-reply@company.com.
 Sender Email ▼

Send this email
Immediately ▼ after user subscribes

That way your lead magnet will be delivered with an email immediately after people opt-in for your offer.

The next step will be to write the content of your email where you need to include a link to your lead magnet.

For more advanced autoresponders, you can use tools like:

- [MailChimp](#)
- [AWeber](#)
- [ConstantContact](#)
- [GetResponse](#)
- [CampaignMonitor](#)
- [InfusionSoft](#)

In conclusion

The key to having a great squeeze page is having a great offer.

Remember that it is all about your target audience. You must understand their goals and focus on solving one particular problem with a lead magnet.

For each problem, you can create separate offers and squeeze pages. That will allow you to target your audience from different angles. As a result, you will generate more email subscribers.



34 Telemarketing

Here are some great tips* for making an outstanding telemarketing call:

#1 First call

If your agent is calling a given client for the first time, then it's a crucial moment. A first impression can only be made once. So, it's a good idea to explain why the agent is calling and highlight the reason why your company's offer might be good for the prospect.

"Hi, Mr./Mrs./Miss [client's surname]. My name is [agent's name], and I am calling from [company's name]. We offer some interesting solutions for businesses from industries such as [name a few industries]. There are some new products in our offer, so I am reaching out to you because we think you may be interested in our products. Do you have a few minutes to listen about them?"

If the answer is yes, continue. If no, then try to schedule an appointment instead.

"After research carried out by our sales department, it's quite clear that many companies struggle with team management or inner communication. If you are one of them, we can offer you a helping hand.

If you're interested in finding out more details about our products and a tailored offer, I would like to set up a meeting with you. What date is good for you?"

Let the customer answer.

"Great! I will call you then with an unique offer prepared for you. Have a nice day!"

#2 Calling with an offer

Now it's time to call with a bid proposal. It's essential to focus on the benefits and be ready for some questions. It's also crucial at this point to highlight the uniqueness of your offer. The client should feel special and taken care of.

"Good morning/afternoon Mr./Mrs./Miss [client's surname], my name is [agents' name] from [company's name]. Recently, our company has been providing some innovations that may be very helpful in your industry. I'm reaching out to let you know that we have prepared an offer tailored to your needs. Do you have a minute to listen to it?"

Let the customer answer.

"Wonderful! So, I would like to start from [a detailed description of the offer]. Do you have any questions about the offer? I would be more than happy to answer."

Answer the questions. If your company's bid proposal suits the client, it's time to make a deal and close the sale.

"It was a pleasure speaking with you today. We hope that our cooperation will be fruitful for your company. Have a great day, bye!"



3 Recording a voice message

Sometimes it's hard to reach a customer, and at such times all agents are grateful for a voicemail. When recording such messages, it's essential to remember two things. First, voicemail has a time limit, and second, the recording should be insightful and interesting enough to encourage the client to call back.

Such a message should be short and sweet, but the agent cannot speak too fast or the client may not understand the point and very likely won't call back.

"Hi, Mr./Mrs./Miss [client's surname]. My name is [agent's name], and I am calling from [company's name]. I am reaching out to you because we have prepared a good offer for your needs, and you may be interested to hear the details.

If you want to get to know more about it, please call me back. Once again, it's [agent's name] from [company's name]. You can reach me on the following number, [business agent's number]."

#4 Clarification call

Sometimes the sales process lasts longer. And during this time, several issues may arise that need clarification. So, it's crucial to make a follow-up call and ask for any necessary information. But it has to be done in the right way so that the company isn't cast in a bad light. How to do so in a professional way?

"Hello, Mr./Mrs./Miss [client's surname], this is [agent's name] from [company's name]. We are in the middle of completing our contract, but we need some more details in order to close the deal, which is the reason for my call. Is this a good time to ask you some questions? It will only take a few minutes."

Let the customer answer.

If the answer is "yes" then answer with "great, it won't take long. I need to ask you about [required information]."

If the answer is "no", then reply "that's fine, I completely understand. Just let me know when you have some spare time to go through it," and then it's time to discuss the date for arranging an appointment. "Thanks for your time. I will keep you informed about further progress on the deal. Goodbye, have a nice day."

#5 Follow-up calls

Sometimes the client may call an agent and record a voicemail message for them. The agent must reply to this, as the client cannot be left with unanswered questions. In such cases, it's crucial that the agent apologizes for not managing to answer the call and that the client had to record a message.

"Good morning/afternoon Mr./Mrs./Miss [client's surname], it's [agent's name] from [company's name] here. I'm sorry you couldn't reach me last time you called, and I'm phoning you back as you requested. Is now a good time for you?"

Let the customer answer and ask their questions.

"These are very interesting questions. As I briefly mentioned before, our company will do its best to make you content by [answers to the client questions].



We hope that everything sounds clear to you now. If you have any further questions, please don't hesitate to [contact me](#)."

If your agents need some help with calling back, [CloudTalk](#) can automate this process. It registers missed calls and dials the customer's number until an agent contacts the client successfully.

#6 Extension of cooperation

Selling doesn't just mean new customers and new deals. Agents very often perform sales calls to sustain existing partnerships. And such conversations must have a slightly different tone than when calling new customers.

When an agent calls an existing client, it's necessary to know the client's history and which aspects of the cooperation were more significant than others. It's also good to know which solutions did not work well in case this needs to be justified. In other words, the agent must prepare well before such an interview.

For the client to extend the cooperation, they must sense that their expectations will be met and that they are not just one of many. The more unique your customer feels, the better.

"Hi, Mr./Mrs./Miss [client's surname]. It's [agent's name] calling from [company's name]. I am reaching out to you because our contract is about to end. Do you have some spare time to cover this topic?"

Let the client answer.

"Great, so I would like to ask if you are satisfied with our services and if you want to extend the contract? What do you want to improve in our partnership?"

Let the client answer.

"Right, I see your point. I have noted all your comments, and we would like to propose a contract considering all the aspects we've just discussed. It should be ready next week. It would be great if we make an appointment to cover the details and close the deal. What day would be best for you?"

Let the customer propose the date.

"Monday at 1 p.m. sounds great. I will call you then. The contract will also be sent to you before our meeting so you'll have plenty of time to read it and consider the contents. If you don't have any questions, I'd like to wish you a great day. Bye!"

34.1 Cold Calling

[Dan Tyre, Hubspot](#) – You have your list of names and phone numbers. Before the end of the day, you need to make 100 calls. Your sales manager has given your team a big pep talk encouraging you to dial, dial, dial.

Now all you need is a cold call script. And not just any script ... the best cold call script ever.

But before I give you the keys to the castle, let's learn more about cold calling and look at a typical cold call.



Once you have a list of prospects to call, it's time to reach out. If you've never spoken to these contacts before, your outreach would be considered a cold call.

What is a cold call?

A cold call is when you reach out to an individual you've never spoken with before, with the intent to sell them your product or service.

What is the purpose of cold calling?

Cold calling functions as a way to engage prospects one-on-one in order to move them to the next step in the buying process. In the past, cold calling meant a "spray and pray" method, spending time making intrusive calls with no prior qualification, hoping that your message would resonate with someone. With the inbound methodology, prospects are attracted by your website and/or messaging and are interested enough to "opt in" and become a lead.

While cold calls might be rendered ineffective by this model, the practice still has its place in an inbound sales strategy.

In many cases, prospects need to be compelled to act, and digital channels may not be enough to close the sale. Plus, you may not always have an abundance of inbound leads. Even as an outbound tactic, with enough research and qualification, a cold call can be executed in a way that's no longer "cold."

So, what does a typical cold call look like in sales?

Sample Cold Call Script

****The prospect's phone rings****

Prospect: *Hello?*

Rep: *Aja Frost, my name is Dan from Outbound.*

(1.5-second pause)

How are you doing today?

I am calling about our software that helps you with the strategic implementation of your biggest problems from Outbound Company.

Is this a priority for you today?

Prospect: *Actually, this isn't a great time ...*

Rep: *Are you interested in a product demo of how we are in the magic quadrant? We have won all these awards.*

Prospect: *We're not interested.*

Rep: *Are you the decision maker? Give me two hours and we can get you going -- unless you don't have a budget.*

****Click****

Don't laugh. There are lots of calls like these taking place each and every day. And you probably won't be surprised to learn they convert at an abominable rate: Less than 1%.

That means if you call 100 people using this kind of script, you'll only get a second call with one of them. Now, if you are calling your prospects and saying the same thing to all of them, essentially pushing your product -- just stop.



It probably sucks for you, but it's worse for your prospects, your brand, and your productivity.

Instead, create your *own* cold call script.

How to Create a Cold Call Script

If you follow this script (the best cold call script ever, am I right?!?), your connect rate will improve.

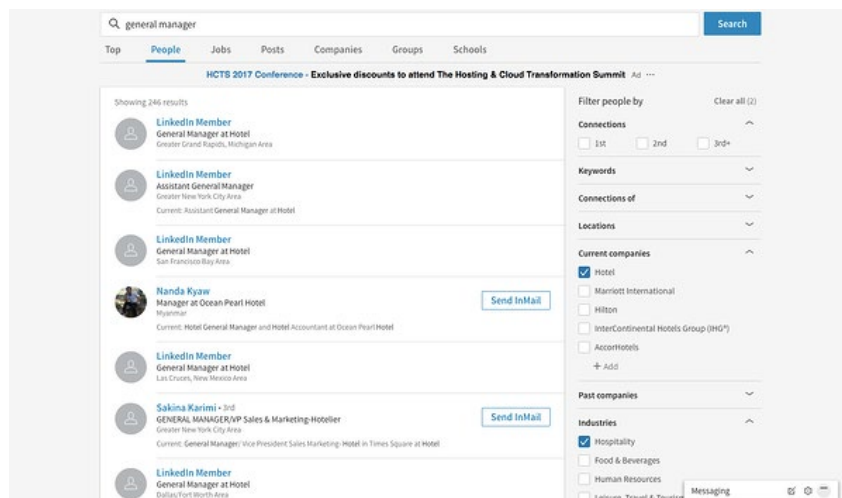
1. Identify 2-3 verticals.

First, you need to cherry-pick who you'll call. Your time is valuable — don't waste it on prospects that aren't a good fit for your product. Think about who your best customers are (or who you've had the most success calling in the past) and look for common attributes.

For example, maybe your verticals are hospitality and retail. Or maybe they're finance and banking. Once you've figured out which verticals to target, you're ready for step 2.

2. Identify 20 good-fit prospects.

It should now be much easier to find specific companies or people who could use your product or service. LinkedIn is a powerful tool that can help. Let's say you're looking for hotel companies who might benefit from your on-site goat yoga classes (who doesn't want to do Shavasana with a baby goat while they're on vacation.) Search "People who work at hotel" and/or "General manager" with the "Hospitality" filter.



Voila -- a list of potential customers.

Bonus points if you look for local or regional companies. People love to do business with other locals, which I recently observed when I was in Birmingham, Alabama. If you're in Alabama, you want to give your business to other Alabamians. (Roll Tide!)

3. Research each prospect.

I know, I know, you'd rather just pick up the phone and call. But trust me, spending just a minute up front will make you wildly more successful. So do it!



Since you're already on LinkedIn, check out each prospect's profile to personalize your approach. You'll want to know:

- What the company does
- What the prospect does specifically
- If you've helped a similar company in the past
- One "fun fact" about them

Here's one thing I never fail to do: I look up how to pronounce the prospect's name. Nothing makes people more annoyed and less likely to listen than hearing their name butchered by some fast-talking rep, so this step is crucial.

Some people add how they pronounce their name on Facebook and LinkedIn. If your prospect hasn't added this feature to their profile, try using PronounceNames.com to get an idea.

And if you're still out of luck? Simply ask, *"I want to be sure I'm saying your name correctly. How do you pronounce it?"*

The Best Cold Calling Script Ever

You may have noticed you're not really cold calling anymore ... You've winnowed down your list and done some homework all before picking up the phone. I promise you, my friend, this extra work will be worth it.

Now let's get to the script.

1. Introduce yourself.

First, say your name and which company you work for. You need to sound confident and energetic. I can't tell you how many cold calls I listen to that begin with, *"This is mlkjdkfj from mnxcmvn."*

The prospect goes, *"What? Who??"* Right from the start, the call is going poorly.

You don't need to yell your greeting, but you do need to articulate.

After you say, *"This is [name] from [company],"* pause.

This is hard for cold callers. They want to jump straight into their pitch. But I want you to take a deep breath and say nothing for eight whole seconds.

While you're pausing, your prospect is searching their brain for who you could be. It sounds like you know them -- are you a client? A former coworker? A current one?

2. Establish rapport.

The call is already deviating from the standard cold call. Then you ask them a question to establish some rapport. Your goal: Get 'em talking and prove you're familiar with them and their company.

Here are some sample questions:

- *So, [prospect name], I see you went to [university]. How did you like it?*



- *Wow, you've been at [company] for [X years]. How did you get started there?*
- *Congrats on your recent promotion. How is the new role?*

A good question is topical and makes someone smile. If they seem receptive to chatting, ask them a follow-up question.

For instance, if they say, *"I loved going to Cal Poly; the English department was fantastic,"* you can respond, *"That's great, should I recommend it to my niece who wants to be a writer?"*

Eventually, they'll say, *"Alright, why are you calling?"*

I cackle. Seriously.

They'll laugh because you're clearly having fun.

Answer, *"Sometimes I forget."* Laugh again.

Trust me, this always lightens the mood. (Unless your prospect is in a major hurry, in which case, you should get the point.)

3. Use a positioning statement.

A positioning statement shows your prospect that you work with similar companies and understand their challenges. You're not talking about yourself, which is what most cold callers do.

Here's a hypothetical positioning statement: *"I work with sales managers in hospitality with five to eight reps on their team. My customers are typically looking to increase rep productivity. Does that sound like you?"*

Since you've pre-qualified them, they'll always say "yes."

Simply say, *"Tell me more about that."*

Now, it's all about them! They'll explain their pain points and objectives which is valuable information to start building your pitch.

Cold Calling Script Variation

As a sales leader at HubSpot, I love assisting newer reps. I've been in their shoes and want to help them close big deals. It's good for the company, and it's good for their careers. To do that, I use a slightly altered process and script.

We have a team culture of "just ask," encouraging junior reps to reach out to sales leaders for help getting meetings with CEOs or prospects at Fortune 500 companies. Once a rep asks for my help, I ask for something in return: The website URL, the LinkedIn profile of the person and company I'm speaking with, and their [HubSpot CRM](#) record.

This allows me to quickly familiarize myself with the person and company I'm about to call. Once the phone rings and the prospect answers, I use the greeting from above, *"This is [name] from [company],"* pause.



If you're calling a C-level executive or even a mid-level employee at a large organization, it's likely you had to get past an assistant or front desk, which is where your senior title helped. Gatekeepers are more likely to pass along *"Dan Tyre, director of sales at HubSpot"* than *"[Name], sales rep at HubSpot."*

They'll know who you are, but they'll still be curious why you called. Keep them in suspense a bit longer. As in the script above, I'll spend a few minutes asking about them. Here are a few more questions I turn to:

1. *"Are you a cat or a dog person?"*
2. *"What's your favorite breakfast?"*
3. *"What's the hottest restaurant in [Prospect's city]?"*

When the conversation turns to why I called, I say, *"I called to help."* This line usually stops the prospect in their tracks. Then, I follow up with, *"My sales rep asked me to start a conversation with you."* This allows me to easily hand the conversation off to the rep, if the conversation goes well.

From there, I use a positioning statement like the one above: *"I work with sales managers in hospitality with five to eight reps on their team. My customers are typically looking to increase rep productivity. Does that sound like you?"*

The pre-qualified prospect will answer "Yes," and that's when my active listening turns on and I say, *"Tell me more about that."* Once they've finished explaining their pain points, I repeat what I've heard back to them: *"So, what I'm hearing is ..."* and offer to set up a discovery call.

Usually, the prospect agrees and throws out a time weeks or months in the future. I often reply with, *"How about tomorrow?"* Most of the time, prospects respond with, *"Sure, what time?"* I'll check the junior rep's calendar and get something scheduled.

Everyone wants to have a better day. By making your prospects smile or laugh, giving them a chance to talk about their problems, and showing them you might have a solution, you'll improve their days. That means stronger relationships and ultimately, more sales.

Cold Calling Script Template

Ready to start cold calling? Here's a cold calling script template you can use to get started. Download the template below.



3. Discovery sales call

Discovery calls are meant to learn more about your prospect and their company in order to better qualify them as a potential customer. The key to a great discovery call is asking the right questions. If you've done some research on your prospect try to ask questions that are very specific. You'll also want to steer clear of simple yes or no questions because those answers are so brief. The goal is to get your prospect comfortable and talking so you can have detailed notes and ideally qualify them. Check out [this blog post](#) for a list of questions to ask during discovery calls.

Template:

Hi [prospect's name], this is [your name] from [your company name].

I've been doing some research on [prospect's company name] and I just wanted to ask you a few questions about [common buyer persona challenges].

Example Discovery Questions:

- Are you experiencing any specific challenges with [common buyer persona challenges] and if so what are they exactly?
- What have you been trying to work around these challenges?
- Are you the best point of contact to discuss this with, or do you think other team members would need to be involved?
- What roadblocks have kept you from finding a better solution to [common buyer persona challenges]?
- What would your ideal solution look like?

Option 1: You get a lot of information from the prospect.

Thanks so much for answering these questions. I'd love to continue the conversation because I think [your company name] would be able to help you figure out a solution. [This where you're going to ask them to attend a demo, or continue the conversation with an Account Executive, or take whatever next steps are part of your sales process.]

Option 2: Objection

I understand. Is it ok if I send you a follow up email to review at your convenience? Then I can follow up with you tomorrow. [If yes, send the email and set a reminder to follow up. If no, thank them for their time and ask if there's another point of contact they can connect you with.]

Option 3: Hang up

[Follow up with an email. This may be a better way to connect. Make sure to include resources that clearly explain what your company does and ask to continue the conversation].

Cold Calling Tips

- Be selective with prospects.
- Practice your cold call script.
- Focus on them.
- Do your research.
- Find the best time to call.
- Pique curiosity.
- Be respectful of their time.
- Ask open-ended question.
- Be an active listener.
- Pick out their pains.
- Anticipate objections.
- Use social proof.
- Focus on your goal.
- Have a 'close' in mind for every conversation.
- Make it easy to say yes.
- Follow up after the call.
- Leave a voicemail.
- Conduct call reviews.
- Spend more time selling.
- Remember your why.

Now that you have your script, here are some tips to keep in mind.



1. Be selective with prospects.

At the end of the day, cold calling is an outbound tactic to solve customer needs. At HubSpot, we live and breathe inbound marketing and sales and rely on our strong sales teams to close deals.

We know that a 100% inbound method might not work for your business — at least not overnight. So be selective with your prospects to mimic the success of inbound sales. That means you'll need to get creative with who you add to your list. If you can find hand-raisers (people already interested in the product or service your company provides) prioritize calling them first. If they're interested in what you have to offer before you call, you'll be well on your way to closing them on the solution you sell.

2. Practice your cold call script.

While you don't want to sound robotic and rehearsed, you do want to repeat your script so you don't forget it. The better you know the goals of the script, you'll be able to think on your feet if the prospect comes back with a comment or question you hadn't planned for.

With each call, you'll get a chance to practice your cold calling script -- and you'll learn strategies to make future cold calls more effective.

3. Focus on them.

When crafting your cold-calling script, it's easy to fall into the me-me-me trap:

- *"We at [Company] offer..."*
- *"We're the best at..."*
- *"I want to schedule a meeting to..."*

Instead, you should be putting your focus on the prospect using "you" language:

1. *"Are you experiencing challenges with..."*
2. *"What roadblocks kept you..."*
3. *"Would you benefit from..."*

Doing so centers them in the conversation, making it personalized and relevant.

4. Do your research.

Before you even think about picking up the phone, you should have plenty of information about the prospect you're reaching out to.

You should know what the company does, the prospects role at the company, whether you've worked with a similar company in the past, and any additional facts you can use to build rapport with them.

Where did they go to school? Do you know a friend or colleague? Did they recently attend an industry event? These are some rapport-building topics you can use to start the conversation.

5. Find the best time to call.

There isn't really a universal ["best" time to make a cold call](#) because every audience will have different preferences. Some schools of thought push early morning or late afternoon as being the most effective times



since individuals haven't yet started their day or are already wrapping it up, thus increasing your chances of getting through.

However, the more cold calls you make, the more you'll get a feel for days and times that have the most success. Once you do, prioritize your calls and make the most important ones during those windows.

6. Pique curiosity.

[Open the conversation](#) by generating intrigue and interest. If you can get them invested in the conversation, you'll give them a reason to keep listening.

Harvard Business Review studied [curiosity in the workplace](#) and found that curiosity correlates with less defensiveness and stress. Prospects who are curious might give you more of their time to explore solutions to their problems.

7. Be respectful of their time.

While it's important to establish rapport and start the conversation off on a positive note, be mindful that cold-calling is somewhat intrusive. You have interrupted their day, and you should get to the point quickly to respect their time.

Use your positioning statement early on in the call or make a transition like this one: *"The reason I'm calling is to..."*

These will signal to the prospect that you're about to be quick and to the point.

8. Ask open-ended questions.

Avoid asking 'yes or no' questions. Instead, [open-ended questions](#) will keep the conversation going, especially when asking the prospect about their pain points and goals.

9. Be an active listener.

It can be easy to get lost in the conversation, but make sure you're listening carefully to the prospect's responses. When appropriate, repeat back what they said about their company or goals. This helps you clarify what they said and shows the prospect that you truly care about what they're saying.

10. Pick out their pains.

Often, eliminating pain is more powerful at incentivizing prospects than adding value. As you get the prospect to open up about their organization, role, and situation, listen for current struggles, points of contention, or problems they may be experiencing.

This may give you an *"I can help with that"* moment with the prospect.

11. Anticipate objections.

The more calls you complete, the more you'll get a feel for the types of objections you'll get.



Certainly there will be some cases where you don't want to waste the prospect's time.

But for the cases where it is a good opportunity to press on, having a [scripted response to handle the objection](#) will keep you from getting caught off guard and allowing the call to come to a grinding halt.

12. Use social proof.

Your prospect identified themselves as your ideal client.

Why not guide the conversation in a way that allows them to continue seeing themselves in your offerings?

- Tell stories about customers like them.
- Use case studies that show what they stand to gain.
- Show testimonials and success stories.

13. Focus on your goal.

The goal of each cold call is to introduce yourself to the prospect and set up a discovery call with them.

Remind yourself of the desired end result. This will help you stay on track as you're cold calling prospects.

14. Have a 'close' in mind for every conversation.

Sales pro Jeff Hoffman recommends [always having a small close in mind](#) for every point of contact you have with a prospect. For a cold call, that small close might simply be getting five more minutes of a prospect's time or a follow-up call for later in the week.

Before each email you send and phone call you make, identify the close you'll use to encourage more streamlined and focused communication.

15. Make it easy to say yes.

Regardless of which 'close' you end up choosing, focus on selling just that 'close.' The more complicated you make it for the prospect, the easier it is for them to say 'no.'

For example, if the big goal is to sell a turn-key software package in the four figures but you know that your demo will blow them out of the water, just sell the demo. Make it easy for them to commit to the demo, no strings attached, and make it easy for them to schedule and show up to the demo. Don't fuss with the details about software packages in this initial step when you can deal with those details later (presumably after the demo). Doing so will plant objections in their mind before you get your foot in the door.

16. Follow up after the call.

If your prospect isn't available to meet with you again until the next week or so, follow up with them within a day after your initial cold call. Go beyond the traditional *"Thanks for your time,"* and offer some valuable information that could help them in the stretch of time between your conversation and their decision about your product.

17. Leave a voicemail.

In today's digital world, voicemails can seem like an antiquated method of communicating with your prospect, but they're a smart way to keep yourself top-of-mind with them when they check their messages. When your prospects have overflowing email inboxes on a daily basis, stand out with a voicemail.



You can even adjust your cold calling script to work with voicemail. Remember to address the prospect by name, introduce yourself, your company, and the need you're planning to address with them. Don't sell in the voicemail; provide just enough information to pique their interest.

18. Conduct call reviews.

You should never let your cold call script or etiquette get stale. As your business and product or service evolves, so should your cold call technique.

On a monthly or quarterly basis, conduct a call or "film" review with your sales team. Select a few recorded (with permission) calls or sit in on a few live attempts, and have reps provide constructive feedback on what went well and what could be improved upon next time.

19. Spend more time selling.

[Sales automation software](#) is a sales rep's best friend. Little tasks like scheduling meetings, leaving voicemails, and sending follow-up emails might only take a few seconds to do, but when you multiply that by your daily quota, you'll see hours per week spent on administrative tasks.

Automate these responsibilities with software that can do the work for you. These platforms streamline manual tasks so you can spend more time doing something technology can't — researching your prospects, building rapport, and closing deals.

20. Remember your why.

Cold calling gets pretty robotic pretty fast. Dialing, reciting your script, asking for the next call, and doing it all over again can start to wear on your enthusiasm, but don't let it. When you're struggling to make it through those last few calls of the week, remember why you love to do what you do.

Whether you keep a picture of family on your desk, an inspiring note from a colleague, or an encouraging quote from a leader, always keep your why in mind. On those amazing days where you're closing left and right, and those slower days when you can't quite get into your groove, your why will keep you motivated.

This script and these tips will help you be a more effective cold caller. Just remember that it's all about providing value. By piquing their curiosity and solving for their needs, you'll build rapport and win prospects over, even if the conversation began "cold."

The work doesn't stop here. You'll need to tailor your new script to your business, prospects, and personal style. Using templates can give you a great head start.



35 Television Commercials

Table 35-1: Television Stations in North America by Designated Market Areas

Designated Market Areas				
New York (#1) Los Angeles (#2) Chicago (#3) Philadelphia (#4) Dallas-Fort Worth (#5) San Francisco-Oakland-San Jose (#6) Atlanta (#7) Houston (#8) Washington, D.C. (#9) Hagerstown (#9) Boston (Manchester) (#10) Phoenix (Prescott) (#11) Seattle-Tacoma (#12) Tampa-St. Petersburg (Sarasota) (#13) Minneapolis-St. Paul (#14) Detroit (#15) Denver (#16) Orlando-Daytona Beach-Melbourne (#17) Miami-Fort Lauderdale (#18) Cleveland-Akron (Canton) (#19) Sacramento-Stockton-Modesto (#20) Portland, OR (#21) Charlotte (#22) St. Louis (#23) Raleigh-Durham (Fayetteville) (#24) Indianapolis (#25) Pittsburgh (#26) San Diego (#27) Baltimore (#28) Nashville (#29) Salt Lake City (#30) San Antonio (#31) Hartford & New Haven (#32) Columbus, OH (#33) Kansas City (#34) Greenville-Spartanburg-Asheville-Anderson (#35) Cincinnati (#36) Milwaukee (#37) Austin (#38) West Palm Beach-Fort Pierce (#39) Las Vegas (#40) Grand Rapids-Kalamazoo-Battle Creek (#41) Harrisburg-Lancaster-Lebanon-York (#42) Jacksonville (#43) Oklahoma City (#44) Birmingham (Anniston and Tuscaloosa) (#45) Norfolk-Portsmouth-Newport News (#46) Greensboro-High Point-Winston-Salem (#47) Albuquerque-Santa Fe (#48) Louisville (#49)	New Orleans (#50) Memphis (#51) Providence-New Bedford (#52) Buffalo (#53) Fort Myers-Naples (#54) Fresno-Visalia (#55) Richmond-Petersburg (#56) Mobile-Pensacola (Fort Walton Beach) (#57) Wilkes Barre-Scranton-Hazleton (#58) Little Rock-Pine Bluff (#59) Albany-Schenectady-Troy (#60) Tulsa (#61) Knoxville (#62) Lexington (#63) Tucson (Sierra Vista) (#64) Dayton (#65) Spokane (#66) Honolulu (#67) Des Moines-Ames (#68) Green Bay-Appleton (#69) Wichita-Hutchinson Plus (#70) Roanoke-Lynchburg (#71) Omaha (#72) Flint-Saginaw-Bay City (#73) Springfield, MO (#74) Charleston-Huntington (#75) Columbia, SC (#76) Rochester, NY (#77) Portland-Auburn (#78) Huntsville-Decatur (Florence) (#79) Toledo (#80) Madison (#81) Colorado Springs-Pueblo (#82) Waco-Temple-Bryan (#83) Paducah-Cape Girardeau-Harrisburg (#84) Harlingen-Weslaco-Brownsville-McAllen (#85) Shreveport-Texarkana (#86) Syracuse (#87) Chattanooga (#88) Charleston, SC (#89) Champaign & Springfield-Decatur (#90) Savannah (#91) Cedar Rapids-Waterloo-Iowa City & Dubuque (#92) El Paso (Las Cruces) (#93) Baton Rouge (#94) Fort Smith-Fayetteville-Springdale-Rogers (#95) Burlington-Plattsburgh (#96) Jackson, MS (#97) South Bend-Elkhart (#98) Myrtle Beach-Florence (#99) Tri-Cities, TN-VA (#100) Boise (#101)	Greenville-New Bern-Washington (#102) Davenport-Rock Island-Moline (#103) Reno (#104) Lincoln & Hastings-Kearney (#105) Evansville (#106) Johnstown-Altoona-State College (#107) Tallahassee-Thomasville (#108) Sioux Falls (Mitchell) (#109) Tyler-Longview (Lufkin & Nacogdoches) (#110) Fort Wayne (#111) Augusta-Aiken (#112) Eugene (#113) Fargo (#114) Lansing (#115) Springfield-Holyoke (#116) Yakima-Pasco-Richland-Kennewick (#117) Traverse City-Cadillac (#118) Youngstown (#119) Macon (#120) Santa Barbara-Santa Maria-San Luis Obispo (#121) Lafayette, LA (#122) Peoria-Bloomington (#123) Monterey-Salinas (#124) Bakersfield (#125) Montgomery-Selma (#126) Columbus, GA (#127) Wilmington (#128) La Crosse-Eau Claire (#129) Corpus Christi (#130) Amarillo (#131) Chico-Redding (#132) Columbus-Tupelo-West Point-Houston (#133) Medford-Klamath Falls (#134) Columbia-Jefferson City (#135) Wausau-Rhineland (#136) Salisbury (#137) Odessa-Midland (#138) Rockford (#139) Duluth-Superior (#140) Minot-Bismarck-Dickinson (Williston) (#141) Topeka (#142) Monroe-El Dorado (#143) Beaumont-Port Arthur (#144) Lubbock (#145) Palm Springs (#146) Anchorage (#147) Sioux City (#148) Wichita Falls & Lawton (#149) Rochester-Mason City-Austin (#150) Erie (#151) Joplin-Pittsburg (#152)	Panama City (#153) Albany, GA (#154) Bangor (#155) Terre Haute (#156) Biloxi-Gulfport (#157) Idaho Falls-Pocatello (Jackson) (#158) Sherman-Ada (#159) Gainesville (#160) Missoula (#161) Binghamton (#162) Wheeling-Steubenville (#163) Bluefield-Beckley-Oak Hill (#164) Abilene-Sweetwater (#165) Yuma-El Centro (#166) Billings (#167) Hattiesburg-Laurel (#168) Rapid City (#169) Clarksburg-Weston (#170) Utica (#171) Dothan (#172) Lake Charles (#173) Quincy-Hannibal-Keokuk (#174) Jackson, TN (#175) Harrisonburg (#176) Charlottesville (#177) Elmira (Corning) (#178) Bowling Green (#179) Watertown (#180) Alexandria, LA (#181) Jonesboro (#182) Marquette (#183) Bend, OR (#184) Butte-Bozeman (#185) Laredo (#186) Grand Junction-Montrose (#187) Lafayette, IN (#188) Twin Falls (#189) Lima (#190) Meridian (#191) Great Falls (#192) Eureka (#193) Parkersburg (#194) Cheyenne-Scottsbluff (#195) Greenwood-Greenville (#196) San Angelo (#197) Casper-Riverton (#198) Mankato (#199) Ottumwa-Kirksville (#200) St. Joseph (#201) Fairbanks (#202) Zanesville (#203) Victoria (#204) Helena (#205) Presque Isle (#206) Juneau (#207) Alpena (#208) North Platte (#209) Glendive (#210)	



36 T-Shirts, Hats & Uniforms

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37 Vehicle Wrap

The price you pay for a vinyl vehicle wrap depends on multiple factors such as:

- If you get a full or partial vinyl vehicle wrap
- The size and features of your vehicle
- The quality and brand of the vinyl used to wrap your vehicle
- If the vinyl is a solid color or graphics
- Whether or not you use 3D materials
- Whether or not you use chrome

You can find out what a company would charge you for the vinyl vehicle wrap you want by submitting a free quote request on the company's website.



Ballpark Estimate For a High-Quality Vinyl Vehicle Wrap: \$2,000

If you're looking to wrap your vehicle with vinyl and you want experienced professionals to do it, then you can expect to spend about \$2,000. A high-quality vinyl vehicle wrap costs about the same as a new paint job, which generally costs between \$2,000 and \$3,000.

Purchasing Your Own Vinyl Is an Option, But...

You can purchase your own vinyl and install the vinyl yourself, but this could end up costing you more in the long run if you don't install the vinyl correctly.

When you go to a professional for a vinyl vehicle wrap, the end price ultimately depends on the amount of time it takes for the technician to install the wrap, how difficult it is to install the wrap, and the price of the vinyl used for the wrap.

Let's explore a few different wrap options:

Graphic Advertisement Wrap: Why The Type Of Vehicle You Have Matters

The typical price for a vinyl vehicle wrap with a graphic advertisement on it is \$2,500, but the final price depends on the size of your car and how much vinyl is used to wrap the car. For example, a full-size SUV would probably cost more to wrap than a Mini Cooper, because an SUV requires more vinyl to be fully wrapped.



Partial Vehicle Wrap Cost

But then there's this idea of certain parts of vehicles not being wrapped. Like, if you want a partial vehicle wrap instead of a full, then it will be less expensive. Or, if you drive a cargo van, then the roof of the van probably won't need to be wrapped, because who's going to see the roof?

In many cases, a cargo van can be less expensive to wrap than say a compact sedan, because there are fewer windows on cargo vans and the roof and bumpers don't need to be wrapped. Wrapping a compact sedan requires a lot of cutting to accommodate all of the windows.



The price of your vinyl wrap really depends on your specific car and what parts of it you want to be wrapped. So, we can say that the car wrap price depends on the size of the vehicle.

Graphic Advertising Vehicle Wraps Deliver An ROI For Your Business

When you are wrapping one vehicle, or an entire fleet of vehicles for your business, you can an opportunity to advertise your company wherever you drive your vehicle, or wherever you park it. This increase in visibility drives more business to your door.



The logical question to ask is probably “how much more business?” Realistically speaking, it’s incalculable.

Vehicle Wraps Provide Your Business The Return Of Investment

Think of a billboard. It’s out there at all times, putting your brand in the minds of everyone who drives past it. You rarely see a blank billboard because there’s typically a line of brands competing for that valuable space. Your fleet of vehicles is like a moving, permanent billboard constantly getting your brand out there. Even better, it takes no additional effort on your part to make the advertising happen. Once the wrap is on there, it’s working for you all day long. Can you say that it is not a great option to promote your business?

Paint Replacement Wrap: A More Expensive Vinyl Wrapping Option

Getting a wrap that looks like a new coat of paint is typically more expensive than graphic advertisement wraps. This has to do with the more expensive wrap you need- it has to be metallic looking. It has to be the factory color; with the exact degree of gloss or matte the original paint color has. With this type of wrap, you can expect to spend between \$3,000 and \$3,600. This is because the details required for paint replacement wraps are more extensive than what’s needed for graphic advertisement wraps.

Specialty Vinyl and Partial Vinyl Wraps: A Super Affordable Vehicle Wrapping Option

For a partial vinyl vehicle wrap, you can pay as little as \$250 for a professional technician to design and install it. If you want specialty vinyl, like chrome or black matte, then you can expect the price of the wrap to be more expensive. The price increases because of the high-quality materials such as carbon fiber. Chrome vinyl is the most expensive film you can buy and it is the most challenging to install. It almost doubles the price of the wrap. On the other hand, it delivers a look that will truly make your ride stand out of the crowd.

The Dangers Of Spending Money On A Low-Quality Vinyl Vehicle Wrap

Any consumer goes bargain hunting when looking for services. This includes when you want a vinyl vehicle wrap. However, a less expensive wrap job can wind up costing you more in the long term. When you go for just any wrap service because of its low price, you risk:

- Low-quality wraps that peel and fade
- Poor installations with bubbles, peels cracks
- Damage to your current hull



...and more.

Don't Spend More Money Because of a Cheap Service

Those realities above mean that you spend money on a new vinyl wrap again, or on a replacement installation, and if the poor-quality work damages your hull, that's another repair expense. It may even end up putting you in a position to repaint your car.

Just because the initial price tag is lower does not mean you will save money on your wrap in the long term by scrounging the bottom of the barrel.

How High-Quality Wraps Preserve Your Hull

The quality of a vehicle's hull relates to its appraised worth. With a high-quality vinyl wrap, your vehicle's hull is kept in near perfect condition for as long as the wrap stays on there. This is another factor to consider when you are assessing the true cost of wrapping versus not wrapping.





38 Webinars and Web Conferencing

[Hirespace](#) – Webinars have been around for years, but since the arrival of the Coronavirus pandemic, they've become essential to the functioning of most places of work and education.

[Data Connectors](#) estimated that video (including web conferencing) will account for 80% of all internet traffic in 2021. And they also revealed that webinars are a lot more successful than you might expect. A whopping 86% of participants in online meetings report equal or higher levels of engagement compared to those hosted in-person.

In this guide, we'll explore the ins and outs of webinars, starting with the basics. We'll answer all your questions, from what they are and how they differ to web conferencing, to the best software for them and how to plan a successful webinar to wow your attendees.

What Is A Webinar?

A webinar, also known as a web seminar, is an online event usually used to educate or inform attendees about a specific topic.

The [Merriam Webster](#) dictionary definition for 'webinar' is: 'a live online educational presentation during which participating viewers can submit questions and comments.' So, in its very nature, a webinar has to have some level of audience engagement.

However, the audience engagement at a webinar is normally geared towards facilitating better sharing and understanding of information between speakers and attendees. This is different from other kinds of [virtual events](#), such as [online conferences](#), which often facilitate a much broader range of audience engagement like [virtual entertainment features](#) and [AI networking](#).



Why Webinars?

Webinars have two primary aims:

- **To educate**

Webinars are often used by places of work to provide employees with knowledge. For example, webinars are frequently used to train or onboard new starters or to impart wisdom about better practices such as inclusivity or mental health in the workplace.

Similarly, a school or university might use a webinar to teach their students about an aspect of the curriculum.

- **To demonstrate authority.**

Webinars can also be used by brands for client-facing events. For example, at Hire Space, we might



hold a webinar in order to teach our clients or followers about how to host events successfully.

Although these types of webinars are still designed to impart knowledge, the main goal for the brand is generally to demonstrate its authority on a particular topic. In this way, brands are able to cement themselves as thought leaders in their industry, indirectly helping them to attract customers through the sharing of valuable content.

- Benefits of Webinars vs In-Person Seminars

Webinars have a host of benefits that serve to make them a hugely effective tool for places of work and education alike. They're not only a lot cheaper than in-person seminars, but they also make it easy to reach people from all over the world.

Here are just a few of their benefits:

- **Cost-effective:** Webinars tend to cost a lot less than in-person seminars since they don't require elements like venue hire or catering.
- **Easy to organize:** Webinars don't require a lot of complex [audience engagement tools](#), so they can be hosted on simple [virtual event platforms](#), often designed specifically for webinars. This makes them straightforward to organize and cheaper than many other types of virtual events.
- **Unrestricted by location:** Due to the fact that webinars are hosted online, attendance won't be geographically restricted. You can easily [grow your audience with virtual events](#) such as webinars because they can be made accessible to attendees all over the world. Webinars can also act as a great [contingency option](#) if you're uncertain about planning in-person events.
- **Inclusive:** Factors like travel costs and childcare issues could prevent certain groups from attending an in-person seminar. Webinars create opportunities for these groups to attend.
- **Sustainability:** Webinars are better for the environment than in-person seminars, as they prevent attendees from travelling and use fewer resources.

Although webinars have risen in popularity as a result of COVID-19, these benefits are far-reaching and will ensure that webinars continue to remain popular long after the pandemic has come to an end.

The Core Elements of Webinars

Every webinar will be different, but here are some of the core elements you'll need to bear in mind when you're planning yours.

- Event Platform
- Live Stream
- Audience Engagement
- Event Registration
- Event Platform





This is where your attendees will log in to access your webinar when the time comes. There are lots of [all-in-one virtual event platforms](#) to choose from, such as [Arena](#), but a webinar will normally only need the most basic features.

Often, the cheapest way to access the software you need is to pay a monthly subscription for a platform that can be used for every webinar you host in the future. We'll take a closer look at the best webinar software later.

If you're looking for some assistance when it comes to choosing the best platform for your needs, our end-to-end event service [Hire Space 360](#) offers everything the modern event planner needs to create memorable events, in-person and online. For just a small monthly cost, [Hire Space 360](#) provides unlimited event tech, on-demand event professionals, and whatever else you need to create an amazing event.

Live Stream

In its nature, a webinar must be available for your attendees to access live, which means you'll need to live stream your speakers or panelists. At a fully virtual webinar, speakers and panelists will join remotely in the same way as attendees. However, they can also congregate in-person to broadcast content to a fully remote audience (making it a [hybrid event](#)).

If you don't want to feature a live stream, you can give your attendees access to pre-recorded content instead. However, this would make your event a webcast rather than a webinar.

Audience Engagement

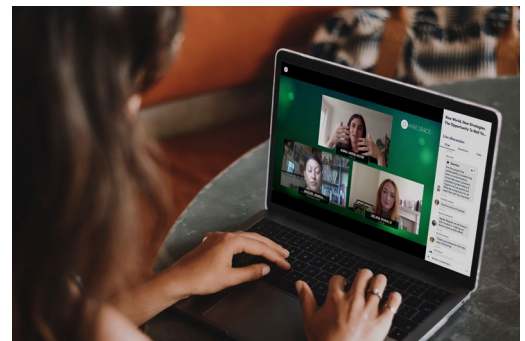
While a webinar won't require any advanced [audience engagement](#), you will need to provide a way for your audience members to ask questions or add comments. This could be via a live chat functionality or, if you're using a video conferencing platform such as Zoom or Arena, your attendees could simply unmute themselves to participate in the discussion.

Event Registration

Many webinars are hosted by places of work or education for their employees or students. In this case, registration may not be required as the webinar may be obligatory. However, some webinars are marketed further afield and require attendees to sign up in order to attend. If this is the case, you'll need to provide a way for attendees to register their interest and, if you're hosting a paid-for webinar, to purchase tickets.

How Much Does A Webinar Cost?

The average spend for webinars is between £75 and £2,000. However, the total cost will depend on a number of factors, such as what kind of platform you opt for, whether you already have the equipment you need in-house and whether or not you'll be paying your speakers or panelists.



Here are the main things you might want to consider budgeting for:



- **Webinar platform.** Most webinars are hosted on software designed specifically for webinars as they tend to require fewer audience engagement features. This tends to be priced on a subscription basis. However, if you opt for a more general virtual event platform, you could pay per webinar or, in the case of [Arena](#), per attendee who shows up on the day.
- **Equipment.** Assuming that your speakers and panelists will be joining your webinar remotely, they'll each need a laptop with a working webcam and microphone as a bare minimum. However, you might also want to send them additional equipment such as a branded banner to place behind them or a headset. If, on the other hand, they'll be congregating in-person to live stream the content, you'll need to factor in all the [hybrid event venue technology](#) (such as cameras and lighting). A [professional production team](#) will be able to help.
- **Speakers.** Depending on the kind of webinar you're hosting, you may be able to access speakers and panelists for free, in exchange for exposure. However, if you're organizing a webinar to impress your clients, you might want to budget for an inspirational speaker such as [Steve Brown](#), the award-winning TV presenter and captain of Team GB at the Paralympics 2012.
- **Promotion:** If you're hosting a webinar for invitees only, the chances are you won't have to budget for promotion. However, if it's a ticketed event, you'll need to invest in marketing. This may include an email marketing platform such as Mailchimp, a social media scheduling tool such as Later.com or Hubspot and paid ads on Facebook, Google, LinkedIn and more.
- **Staff time:** Don't forget that planning a webinar takes time. Although your employees will be paid regardless, it's worth considering how much of their time will be spent planning and hosting your webinar, and working their day rates into your budget so that you can better calculate your ROI. This might include the webinar organizer, the designer who puts together your assets, your customer service team who might respond to queries from attendees and more.

Popular Webinar Formats

Although webinars have very specific requirements, they can be used in a variety of ways and for a range of purposes. Here, we'll look at the most popular webinar formats and how they differ.

- Educational Seminars
- Employee Training
- Company Updates
- Onboarding
- Product Demos
- Panel Discussions
- Thought Leadership
- Educational Seminars

Webinars are, essentially, online seminars. So, it's no surprise that they are frequently used for education and e-learning purposes – especially now that the UK has experienced fully remote learning as a result of the Coronavirus pandemic.

Webinars of this nature are usually hosted by a teacher or professor. They'll spend time educating the class about a particular subject, often sharing a slide deck presentation. Pupils can ask questions throughout but



usually, the floor will be opened for discussion and debate towards the end of the session, helping students to solidify their understanding and offer different viewpoints on the subject.

Employee Training

Webinars are frequently used to train both new and existing employees. This can be especially useful if your company is operating remotely or if you're part of a large company where employees are divided across multiple branches or simply can't all fit into one room.

As well as educating employees on how to use tools or follow processes that are specific to their role, webinars can also be a great way to introduce employees to broader topics that are important to your organization. For instance, you could use a webinar to educate employees about inclusion, health and safety or tips for improving their [mental health in the workplace](#).

Company Updates

Similarly to employee training, a webinar can be a useful tool for getting everyone in your company in one place at the same time for important [internal company updates](#). Webinars have been used more and more frequently in this capacity since the start of the Coronavirus pandemic.

For instance, at Hire Space, we host a webinar once a quarter as part of a wider [virtual team away day](#) that evaluates our targets, any changes in company strategy and celebrates our key successes from the quarter. In this way, gathering employees for company updates via a webinar can keep everyone connected and help them to understand how their work fits into the bigger picture.

Onboarding

Webinars can be a valuable tool for onboarding new employees remotely. You might choose to onboard employees in this way because they're taking on a remote role, or because there are multiple employees being onboarded at the same time across many branches of an organization.

Product Demos

Product demos can be a powerful way of demonstrating to potential customers just how valuable your product could be to them. Not only does a product demo held over a webinar give you a chance to showcase your product's features and share success stories, but it also allows you to hold a two-way conversation with your potential customers.

For instance, any salesperson knows how important it is to show an understanding of your audience's pain points. Conducting a product demo via a webinar will enable you to ask your audience directly what problems they're looking to solve so that you can convince them your product is the solution they need. Plus, this dialogue will help you to gather critical customer feedback that you could use to better communicate your product's benefits, and even improve your product's functionality, in the future.





Panel Discussions

Webinar software is frequently used for small events such as panel discussions, where the aim is to discuss and share different viewpoints on a specific topic. Usually, a host will facilitate discussion between members of the panel by preparing questions to ask them in advance.

Audience members are also invited to ask their own questions of the panelists or to contribute their thoughts and ideas in order to spark healthy debate. This can be achieved by either allowing your audience members to speak up or by asking them to add comments to a live chat if your webinar platform has that functionality. In this way, panel discussions can be an invaluable tool to engage or entertain clients, particularly for B2B companies.

Thought Leadership

Hosting a webinar can help to demonstrate your brand's authority on a specific topic in order to aid brand awareness and improve your reputation. This could take the form of a webinar presented by a member of your internal team. Or, you could partner with other organizations to get access to experts with slightly different specialisms.

By featuring speakers from partner organizations, you'll be able to add credibility to your content and improve its scope and quality. However, this isn't the only benefit. You'll also be able to access your partner's audiences, helping to expand your reach and improve brand awareness still further.

VIRTUAL PACKAGES

Webinar Packages

Plan your webinar with ease with help from our virtual event experts. From broadcast-grade live streaming to moderated Q&As, we're here through the whole process.

Webinars vs Web Conferencing

The terms 'webinar' and 'web conference' are often used interchangeably. But they're not exactly the same thing. In this section, we'll explore what exactly a web conference is and how it differs from a webinar.

What Is A Web Conference?

As the concept of web conferences (and web conferencing) is still a relatively new one, there are a variety of working definitions for the terms that haven't yet developed set standards.

The term 'web conferencing' in particular tends to be used synonymously to refer to any web-based meeting between two or more people over the internet. So, it's a kind of umbrella term that's often used to incorporate webinars, webcasts, web meetings, and more. However, despite the ways in which the terms are frequently used, we can get a little bit more technical.

A web conference (not to be confused with an online conference) is essentially an online meeting that can involve between just two and 50 attendees. In a web conference, the attendees are generally regarded as active participants rather than viewers. [Collins](#) dictionary states, 'A web conference is a meeting in which people in different places can communicate with each other by logging onto a website.'



Web conferencing, on the other hand, refers to the systems that enable web conferences to take place, such as the technology and software itself. [Cambridge Dictionary](#) describes it as ‘a system by which many computer users can communicate with each other all at the same time using webcams over the internet.’

Just a few examples of web conferencing software include Zoom, Skype, Microsoft Teams, and Google Meet. However, we’ll take a look at web conferencing software in more detail a bit later.

What Is The Difference Between A Webinar And A Web Conference?

There are some key differences between webinars and web conferences. We’ve put together a table to summarize the main points of difference.

	Webinars	Web Conferencing
Number of Attendees	20-1000	2-50
Level of Audience Interaction	20%	100%
Main Purpose	Learning, training, sharing knowledge	Discussions, collaboration, meetings

Choosing Between A Webinar And A Web Conference

Not sure whether to choose a webinar or a web conference format? Here are some questions to ask yourself to help guide your decision.

1. Is your goal to educate or to collaborate?

If your reason for hosting an online event is to teach your attendees about a certain topic, a webinar is probably the better option of the two – especially if an expert is going to be hosting, such as a professor, a teacher or an industry thought leader. A webinar would enable your host to impart their knowledge, and then allow your attendees to ask questions to help solidify their understanding.



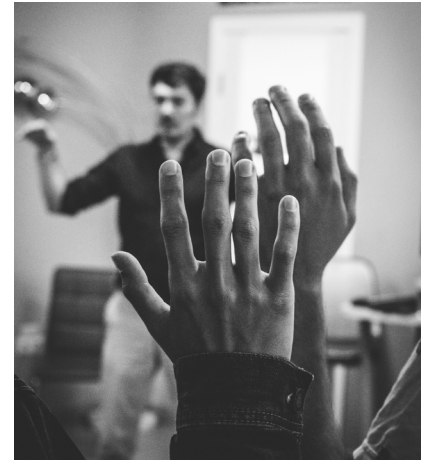
On the other hand, a web conference is a better option if the goal is teamwork, collaboration or joint decision-making. A web conference will generally take the form of an online meeting, so although there will usually be a host to lead the discussion and help it to run smoothly, it’s a better format if you’d like to encourage your attendees to be more active and collaborative participants rather than simply viewers.

2. How much audience interaction do you anticipate?



Consider how much audience interaction you require to be able to achieve your goals and show off your content in the best possible light.

It might be that you decide a simple PowerPoint presentation will be the best way to get your point across. In which case, it sounds like a webinar could be the perfect format for your content. On the other hand, if you think your material would land better as a facilitated discussion or debate that involves your attendees, a web conference sounds like it would be the better option for you.



3. How many attendees will there be?

The average number of attendees for a webinar is 148, but you could easily host a webinar for over 1,000 people if you chose to. In contrast, a web conference could take place with as little as two people and up to around 50.

While this certainly isn't a hard and fast rule, the main reason for limiting the number of attendees when you're hosting a web conference is to give all your attendees a chance to actively participate in your meeting. Once you invite more than 50, your attendees will naturally start to take on the role of viewers rather than participants, making your event more akin to a webinar.

As the virtual and hybrid events landscape continues to evolve, be sure to keep up-to-date with the latest technology, tips and trends by subscribing to our newsletter below.

Webinar Software

As a webinar generally involves less interaction than other kinds of online events, it tends to have different software and technology requirements. In this section, we'll take a look at what those requirements are, and how you can use them to bring your webinar to the next level.

Technology Required When Hosting Webinars

Although hosting a webinar doesn't require an awful lot of out-of-the-box [virtual event technology](#), there are a few crucial things you'll need to ensure you put in place before the big day rolls around.

- **Platform:** You'll need to choose a platform through which you can broadcast your content to your attendees. A lot of the time, webinars are hosted via web conferencing tools like Zoom or Google Meet. However, an all-in-one virtual event platform like [Arena](#) could make your webinar look more professional.
- **Additional tools:** Most [all-in-one platforms](#) and web conferencing tools will allow you to share your screen so that you can display a slide deck or PowerPoint presentation. However, if you'd like to access additional functionality, you could invest in an [audience engagement tool](#) like Glisser, which integrates with your central platform and allows you to share presentations in a way that's more interactive.
- **Laptop:** This one might seem obvious. Not only will your attendees need a laptop (or computer) but all your speakers and, most importantly, you, will need a laptop too! Nowadays, laptops usually have good webcams and microphones but if yours aren't working well, consider investing in better ones, or in a



slick headset. Either way, make sure that you have a charger handy, as your webinar software could drain your battery quickly.

- **Fast internet connection:** You'll need to make sure that whoever is hosting the webinar has a fast and reliable internet connection, otherwise it will affect your streaming quality. If you're worried about your internet speed, try moving your router nearer to your laptop, shutting down any applications you're not currently using, or investing in a broadband accelerator.
- **Visuals:** To make your webinar look more professional, consider budgeting for some film lights or a backdrop with your branding on to position behind you. If you have more than one host or a variety of speakers joining, you could even send them all a pack with lights, backdrops, headsets and any other equipment you'd like to use, so that they all come across as consistent and on-brand.

HYBRID EVENTS

Common Hybrid Event Tech Hurdles and How To Overcome Them

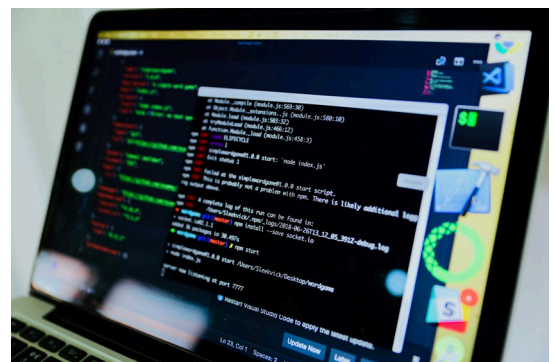
Sometimes technology can't help but get the better of you. To learn how to cope if you're worried about the technical side of things, read our guide to common tech hurdles.

The Best Webinar Software On The Market

When it comes to choosing the right webinar software for you, you'll need to consider what functionality you require and how regularly you plan to use it. The majority of tools that have been designed specifically for webinars (such as WebinarJam, Demio, WebinarNinja and Livestorm) are priced on a subscription basis, which means if you're investing in a tool like this, you'll generally want to ensure you're getting a fair amount of use from it.

These platforms tend to be similar to [all-in-one virtual event platforms](#) but they generally include fewer [audience engagement tools](#), due to the simpler nature of a webinar (compared with other kinds of virtual events). Some also offer the option for attendees to access pre-recorded webinars on-demand.

If you're not sure an ongoing subscription to a dedicated webinar software would be worth it for your organization, you could consider utilizing a more general all-in-one virtual event platform, such as [Arena](#) or Cadence. These platforms can be used on a one-off basis (with Arena charging you per attendee that turns up on the day, and Cadence charging you per event). Not only do they include everything you need to host a live webinar (such as live streaming, live chat and Q&A functionality) but they tend to include more features that enable them to be used for other [virtual event types](#) too.



Alternatively, you could consider investing in web conferencing software such as Microsoft Teams or Zoom. While web conferencing software tends to be priced on a subscription basis like webinar platforms, these simpler solutions can be used for straightforward, everyday meetings which means you may get more use out of them.



The main drawback of this solution is that these tools aren't usually brandable in the same way as a virtual event platform can be. This makes them generally better-suited to webinars that are used as internal organizational updates or training, as opposed to anything client-facing.

For a better idea of the kinds of software available for hosting webinars and the features that they offer, see our table below.

Tool / Platform	Pricing Structure	Live Chat	Q&A	Live Polls	Breakout Rooms	Fully Brandable
Arena	Per Attendee	✓	✓	✓	✓	✓
Cadence	Per Event	✓	✓	✓	✓	✓
Demio	Subscription	✓	✓	✓	✗	✓
Google Meet	Subscription	✓	✗	✗	✓	✗
Livestorm	Subscription	✓	✓	✓	✗	✓
Microsoft Teams	Subscription	✓	✗	✗	✓	✗
WebinarJam	Subscription	✓	✓	✓	✗	✓
Webinar Ninja	Subscription	✓	✓	✓	✗	✗
Zoom	Subscription	✓	✗	✓	✓	✗

Top Tips For Facilitating Webinar Audience Engagement

It's true that technically, a webinar requires less [audience engagement](#) than other kinds of events. But ultimately, there are no hard and fast rules and your webinar can have as much (or as little) audience engagement as you want. Most importantly, audience engagement can be highly effective at helping your audience maintain concentration and feel more invested in your content.

Below are some top tips for facilitating audience engagement during a webinar.

Invite Questions With Q&A

As webinars are all about educating your audience, it's important to discover and address any aspects of your content that your audience is struggling to grasp. By encouraging individuals to submit questions using a Q&A tool, you'll be able to tailor your content to your audience's needs.

Better still, some Q&A tools, such as the one offered by [Arena](#), allow attendees to upvote or downvote questions. This way, you can ensure that the most popular questions are prioritized, allowing you to provide the maximum value possible to as many attendees as possible.

Of course, a Q&A tool doesn't have to replace a live Q&A at the end of your session. If your platform allows, you can invite attendees to unmute themselves to ask questions live. However, not all attendees will necessarily feel comfortable asking questions in person, so it's always handy to have a Q&A tool to support – especially one that allows attendees to ask questions anonymously.

Learn About Your Attendees With Live Polling



Most web conferencing tools won't offer live polling, but if you're able to fork out for a more specialized webinar or virtual event platform, live polling can be a great addition to your webinar. There are two key ways that we would suggest using it:

- **To illustrate a point.** Live polls can be a great way of collecting more information about a topic, which can then be shared with your audience to help illustrate a point. For example, if your webinar is about getting back to hosting live events post-Covid, you could create a live poll to find out how many attendees have a live event planned in the near future. By sharing the results during your session, your attendees will be able to learn from their peers' situations.
- **To discover audience preferences.** You want your content to be as useful as possible to your attendees. By creating the right kinds of polls, you can learn more about your audience's wants and needs. For example, you could discover what content your audience wants to hear and what stage they're at in their learning, to enable you to better tailor your content to their requirements.
- Keep The Conversation Going With Live Chat

Live chat is a great tool for a webinar. It allows your audience to get involved and start discussions without having to pause the delivery of your content. Although webinars aren't about networking as such, a live chat can also be a useful way for your attendees to form meaningful connections without it being the primary focus of your event.

Developing A Program For Your Webinar

Developing a program for your webinar all centers around creating a content plan that will provide as much value as possible to your attendees and meet your primary objectives (usually, to educate your audience about a particular topic).

Here, we'll break down the key areas you'll need to consider when you're finalizing your webinar program.

Defining Your Webinar Objectives

As we've touched upon already, a webinar is all about educating, training or informing your attendees about a specific topic. So, often, your primary objective will be to further your audience's understanding.

That said, you may have other objectives that you're attempting to achieve *through* furthering your audience's understanding. For instance, you might want to show your brand's expertise on a topic in order to accelerate sales or enquiries. Similarly, you may be trying to educate your employees about a topic such as equality in the workplace in order to improve awareness of inequality at work or even to reduce instances of discrimination.

Ultimately, we'd recommend converting your key objectives into measurable goals. That way, you'll be able to better understand to what extent you were successful in achieving them after your webinar has finished.

Once you've clearly [defined your objectives](#), you can start to plan how you're going to achieve them. For more guidance on developing a program for your webinar, our experts at [Hire Space 360](#) are on-hand to provide on-demand support, so consider using this as a tool to complement your event planning process. [Find out more about Hire Space 360.](#)

Creating Value-Led Content



Since webinars are about education, you'll need to be able to achieve your goals through value-led content. Although we'd always recommend putting value-led content first at any event, this is even more important with a webinar, which is specifically aimed at sharing information as opposed to building connections through networking or providing entertainment.

All too often, brands that want to use webinars as a way to increase sales will gear their content around selling their product. Unfortunately, this approach usually misses the mark as attendees aren't provided with any value.

Instead, it's important to focus on what value you can bring attendees, tying your sales proposition into this.

For instance, you could gear your webinar's topic around how to solve a problem that you know your attendees are facing. As part of that, you could explain how your product can help. This way, you introduce it as a solution to a wider problem rather than using your webinar as a sales pitch.

Key Considerations

Aside from your content, there are some other key considerations you'll need to bear in mind when you're planning your webinar. First and foremost, it's important to understand that hosting a webinar requires different considerations from hosting an in-person seminar or discussion.

Typically, you can expect attention spans to be shorter. This is partly due to screen fatigue, and partly the many distractions your attendees could experience when accessing your event from home – such as pets and children. With that in mind, make sure to carefully consider the following.



- **Duration:** Statistics show that attendees favor webinars that are between 30 minutes and 45 minutes long (41% of respondents favor webinars that last 30 minutes, while 44% prefer webinars that last 45 minutes). If your content requires longer, you could consider splitting your webinar into a series of webinars. However, bear in mind that attendees are unlikely to commit to more than one webinar a week.
- **Timing:** Try to hold your webinar at a time that will be most convenient for your attendees. Mornings tend to be most popular with attendees, but make sure your webinar doesn't clash with the school run or other similar commitments. Equally, do some research to check that there aren't any other competing events being held at the same time.
- **Registration:** When you're hosting a webinar, you should expect a lot of late registrations. Statistics show that around 29% of your attendees won't register for your webinar until the day of the event itself (although 17% will sign up more than 15 days before). This may be in part due to the fact that attending



an online event tends to require less forward planning than attending an event in person.

- **Attendance:** Attendance can take a bit of a hit where webinars are involved. Typically, webinars have an attendance rate that's around 35% to 45% of the number of people who signed up, which is probably due to the fact they require less commitment and thought before signing up than an in-person event would. Extensive pre-event comms could help to improve this figure.
- **On-demand content:** Consider recording your webinar and making it available on-demand for those attendees that don't sign in to your webinar on the day for whatever reason. This way, you can [extend the life of your event](#) and ensure that you're doing everything you can to achieve your objectives.

VIRTUAL EVENTS

Key Strategies To Extend The Life Of Your Virtual Event

In this article, we've listed a few key ways to extend the life of your virtual event in order to maximize ROI and increase brand reach.

Measuring Your Webinar

In our final section, we'll examine everything to do with measuring your webinar, from what exactly you should measure to why it's so important.

Why Is Measuring Important?

There's no point in holding a webinar (or any event) just for the sake of it. Instead, you'll need to have a reason, which should be clearly defined and converted into SMART goals as we explained above. Measuring is important because it enables you to find out whether you achieved your objectives, and to what extent.

Let's look at an example.

Say that your primary objective in relation to your webinar is to increase sales. In this case, a key goal might be to achieve 50 sales attributed to your webinar within a month of the event. By setting up efficient tracking to measure the number of sales attributed to your event within that time, you'll be able to easily see whether or not your event performed as you'd hoped.

However, that's not all. Measuring can also give you useful insights as to *why* you did or didn't achieve those objectives, helping you to identify areas that you could improve on in future.

For instance, you might find that many attendees dropped out of your event at the same point, indicating that your webinar was too long or that a specific part of your content didn't resonate with your audience. These could be key reasons that you weren't able to achieve your goals.

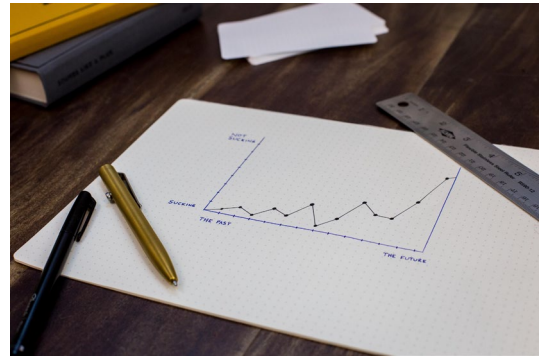
Similarly, if your event seemed like a roaring success and your attendees exclusively gave positive feedback but you still weren't able to achieve your goals, this might be because your content and objectives weren't well aligned.

Measuring is a vital part of hosting a webinar as it enables you to learn from your successes and mistakes in order to do better next time.



What To Measure

First and foremost, you'll need to go back to your objectives and make sure that the KPIs you've identified are tied closely to your event's goals. These are the most important aspects to measure. However, there are also some key elements that are useful to track for pretty much any webinar. These include:



- **Registration and attendance.** It's always useful to measure registration and attendance numbers. These can indicate the success of both the topic you chose for your webinar and your marketing efforts. On top of that, you'll want to compare the two to see how many registrations converted to on-the-day attendance. This is a figure that you'll want to continue optimizing in future.
- **Drop-off points:** By tracking attendance over your webinar's duration, you'll be able to identify moments where audience members left your event early. If several attendees left at the same time, this could be an indication of a weak point in your content. Or, it could suggest a problem with your webinar's timing, for example, attendees might have experienced a clash.
- **Audience engagement:** Although audience interaction often isn't a central part of a webinar, it can be useful to look at how many questions were asked as part of the Q&A section, and how many attendees interacted with features such as polls and live chat. This can help you to build a picture of whether your attendees were fully focused on your content as opposed to just having it on in the background!
- **Audience retention:** Measure how many of your attendees have attended an event of yours previously. If the number of returning attendees is high, this can be a good sign that your content is valuable and enjoyed.
- **Number of sales leads generated:** If one of your webinar's goals is to increase sales for your brand, measuring the number of qualified leads (leads that are a particular target for your services) will help you to prove ROI to stakeholders.
- **Social media engagement:** It's always worth checking to see whether your webinar has resulted in more engagement on your social channels, such as follows and likes. This is a key aspect of improving brand awareness and can offer valuable insight into how your attendees feel about your brand following your webinar.
- **Attendee feedback:** This is one of the most important things you can measure after an event. Collecting feedback will give you a window into your audience's mind and will allow you to discover why they behaved as they did. For example, if audience members left early, a pop-up or questionnaire that asks why could be invaluable.

VIRTUAL EVENTS

How To Measure The Success Of Your Virtual Event

For more tips on measuring your webinar, read our guide to measuring the success of your virtual event.



Collecting Feedback

As we touched upon above, [collecting feedback](#) is a vital part of measuring the success of your webinar. Not only does it help you to understand whether your event was of value to your attendees, but it also helps you to gain crucial insights into *why* your audience behaved as they did.

Here are our top 6 tips for collecting truly useful feedback from your audience.

- **Collect feedback in real-time.** You don't have to wait until your post-event survey to collect feedback from your attendees. Instead, think of ways that you can collect feedback in real-time, to get a true picture of how they are feeling at a given moment. For instance, you could use live polling to find out what content your audience is finding most valuable. Or you could add an exit pop-up so that anyone leaving your webinar early can tell you why they are doing so.
- **Send your post-event survey out speedily.** In a similar vein, make sure that you don't delay when you're sending out your post-event survey. The sooner it goes out after your event the better. After all, attendees are more likely to answer it while your webinar is fresh in their minds, and they're also more likely to give accurate responses.
- **Give your attendees anonymity.** It might be difficult for your attendees to share negative feedback with you if they know they're going to be able to be identified – particularly when it comes to a typically smaller event like a webinar. By giving them the option to answer your questions anonymously, you'll be likely to get more genuine responses.
- **Keep it short and sweet.** Remember that your attendees are having to take valuable time out of their everyday lives in order to answer your post-event survey. So, respect their time by making it as easy for them as possible. That means keeping it short and making sure that it's easy to access. For example, you should ensure that it loads seamlessly on a mobile phone. By putting your attendees' experience first, they're more likely to make it to the end.
- **Avoid leading questions.** Ask neutral questions to make sure that you're not putting words in your attendees' mouths. For instance, it can be tempting to ask something like 'which part of the content most excited you?' However, it may be that *none* of the content 'excited' an attendee! Give them the chance to tell you how they felt without leading them in one direction or another.
- **Tie in some Net Promoter Score (NPS) questions.** By tying in some NPS questions (like 'how likely are you to recommend this webinar to a friend or colleague?'), you'll be able to gain a basic understanding of attendee satisfaction. By relating this back to your KPIs, you can use it to assess why you did or didn't reach your goals.

Most importantly, there's no point in collecting feedback from your attendees if it just sits there unused. Make sure that you take the time to thoroughly analyze the feedback you receive and relate it back to your KPIs to see what you could have done differently to achieve your goals.

By unpicking your attendees' feedback to understand what you did well and what could have been improved upon, you can make sure that your next webinar is even more successful than the last one!



39 Website

Canva lets you [browse high quality website templates](#) by style, theme and price. As mentioned before, it's better to upgrade for ten bucks to get all the features and benefits.

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40 Word of Mouth

[The Brand Boy](#) – Word of Mouth Marketing

- 92% of consumers prefer recommendations from their friends and family over other forms of advertising.
- 74% of consumers believe word of mouth is the primary influencer in their buying decisions.
- Word of mouth impressions results in five times more than a paid ad impression.
- 88% of consumers consider word of mouth as the highest level of trust from their known people.
- 64% of marketers believe the word of mouth is the most effective form of marketing.
- 72% of consumers say that positive reviews increase their trust and reliability in a business.

What Is Word Of Mouth Marketing?

Word of mouth marketing also known as word of mouth advertising. It is the process of influencing and encouraging positive but yet organic conversations regarding a brand, product, resource, organization, or event.

Traditional Vs Modern Word Of Mouth Marketing

In the traditional sense, word of mouth marketing is something that spreads from one person to another based on a positive recommendation.

The modern take on word of mouth marketing is something considered to be both natural as well as a targeted effort towards spreading recommendations about a product or brand to promote it.

In the modern sense, the idea of word of mouth is leveraged to intentionally promote a brand or product.

Word of mouth advertising or Word of mouth marketing capitalizes on this concept that comes naturally to human beings.

Humans tend to share things they enjoy or had a great experience, so this human and social behavior is turned around to convert it into a marketing strategy.

Organic Word Of Mouth Vs Amplified Word Of Mouth

There are two ways word of mouth happens today in the modern scenario. Either it is organic or through amplifying it with external factors.

Organic word of mouth simply is something that occurs naturally when consumers become the advocates of any brand or product as they are satisfied and happy about using it.

They support and share it naturally. On other hand, amplified word of mouth is where marketing and advertising strategies are used to amplify the effect on word of mouth.

Marketing campaigns are launched to accelerate the word of mouth regarding a product or brand.

There is an organized effort and machinery behind to make this work. Also, to understand, there is also an overlap that must be registered.



Sometimes when a good organic word of mouth is accelerated or amplified, it turns out to be even better as compared to whether organic word of mouth is not well.

Signs Your Business Need A Word Of Mouth Marketing Strategy

Truthfully, any small business can benefit from a word of mouth marketing strategy. But there are certain signs it may be time to start getting your clientele to spread the word about your services.

These signs include:

1. You're Spending Too Much Money On Marketing.

Whether you're paying for Facebook advertising or you're leaving flyers in prospective customers' mailboxes, those marketing costs may be adding up.

And if those costs are starting to get too high, you should consider investing in word of mouth marketing strategies (more on those in a bit!).

2. Nobody's Really Heard Of You Before.

Are you only landing customers through your advertising efforts? Do people mention that they haven't heard of your small business before?

If that's the case, focus on spreading awareness of your business, including what it does. While we'll discuss what some of those strategies look like in a bit, it doesn't hurt to start looking for ways to get friends, family members, and past customers to talk about your business a little bit more.

3. You've Got A Packed Schedule.

This is the plight of so many small business owners: their days are eaten up by busy schedules, project planning, managing employees and vendors, and more. So there's very little time at the end of the day to focus on delivering a good marketing strategy.

That's where word of mouth marketing can really help out. Instead of constantly investing your sweat and time into finding new customers, they've already found you.

That means you can spend less time looking for new projects, and more time making money!

4. You Have Very Little Social Engagement.

If your small business's social media channels seem more like ghost towns, that lack of engagement may signify that not enough people are talking about you or sharing your posts.

Now that we've identified just a few of the signs that you need to start investing in word of mouth, let's take a closer look at the exact strategies you can use to start effortlessly bringing in more customers.

- **How To First Assure Your Customers Have An Epic Experience?**
- **Offering Quality Products Or Services**



If you want a positive customer experience for your customers, you need to make sure the products or services you are offering are up to the mark.

The quality of your products or services has a direct impact on the customer's satisfaction.

Whether you can over-deliver your promises or not, make sure you never under-deliver the expectation of your customers.

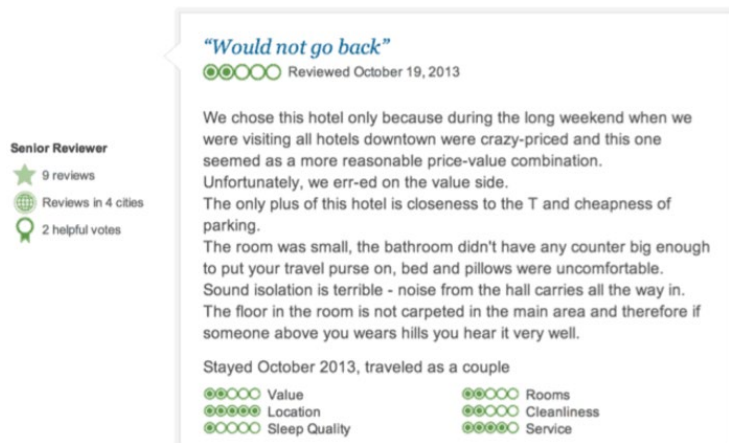


Image Source: [Mark Hayward](#)

No matter how much time you spend on your logo, brand design, or even something important as customer assistance but if your product or service is below average, nothing will matter anymore.

Other aspects even get a space to be negotiated and compensated but never the product itself for which the customer is paying.

When you disappoint your customers, they are more likely to leave a negative review on review platforms.

It will result in negative word of mouth for your products and brand.



Image Source: [Write Service Contracts](#)

In fact, you need to focus on offering a customer an extraordinary personal experience with your brand.



Negative word of mouth is faster to spread as compared to positive reviews.

So make sure you even if you do not impress someone, at least avoid creating bad experiences for customers.

This can be a start, then you can focus on improving the quality of the product, customer assistance, and then, you might come to do something extraordinary.

- **Word Of Mouth Marketing Examples**
- **Dropbox**

Dropbox is an online cloud storage company that is known for its successful word of mouth marketing and [referral marketing](#) campaigns.

In their early stage, they offered free storage space along with bonus free space to ones who recommend it to their friends and family.

Even before they started offering free spaces to new users and further extra 500 MB to the people referred by them.

The floodgates were open right at the beginning with their campaign boosting the revenue of the company.

Pinterest

Pinterest is a social media platform that is based on user-generated content. They depend on their users to create boards and pins where now millions of users are now on it.

But, how did they initially begin from 3000 followers in 2010 to now more than 320 million active users now in 2019?

The founder of Ben Silbermann focused on a small but yet passionate audience to grow their website.

Pinterest had a loyal group of people that loved it at the very early stage. The brand focused on those people, organized meet-ups, recorded feedback to constantly improve.

They started one of the most successful referral marketing programs of all time.

The campaign “Pin-It-Forward” made users create various pinboards and invite their friends to do the same as well.

Casper

Casper is a mattress company intended to bring its product that was more expensive than its competitor's or the industry-standard rates.

Now, why would someone buy from a new company with no built reputation or known credibility the product which is more expensive than other credible products from well-known brands?

How you could possibly position your company?



Well, Casper blows up this with their brave and unique idea of marketing. They made an irresistible offer that one buyer never would say no to.

Casper Mattress company offered people to take their mattress home and sleep on it for 100 days, and then decide whether they want to keep it or return.

Such a long trial period cancels out any doubt on the brand where customers see themselves having the upper hand in this deal.

It will give an ample amount of time to test the mattresses.

This marketing strategy was so outrageously smart that people started talking about it. It generated a buzz in the market helping the company to reach out even more people.

Coca-Cola

Coca-Cola is one of the world's most popular beverage drinks. They have been running various campaigns over time led by positive word of mouth marketing for their brand.

Their marketing campaign boosted coke consumption around the world. One of their successful campaigns was earlier launched in 2014 was "Share A Coke".

Coca-Cola's marketing campaign made people share a coke with their friends and family.

It also made customers share their bottles on social media with common names using the hashtag #ShareaCoke.

It is a great example of a creative word of mouth marketing campaign for small businesses to learn from.

Threadless

Building a community is the most effective way of learning about your audience.

T-shirt brand Threadless started by connecting all the graphic designers, art, and design fans.

They encouraged them to create, design, share, and buy their custom products to spread the word about their brand.

Through this word-of-mouth marketing, the brand attracted more than 10,000 members in just the first two years earning a gross of \$6.5 Million in four years.

What worked for them is connecting and engaging with active art and design fans and creators to build a loyal community around.

More than that, they offered value to this community by learning more about their skillset and sharpening them as well.

The team of Threadless identifies that they are providing a creative audience, highly active, and engaging.



Threadless went ahead with user-generated content to attract this audience building a loyal audience in exchange for offering some fun and learning times.

They were happy about it and never shy away to promote the brand on their own to various social media.

Threadless was an iconic example of word of mouth marketing for small businesses.

- **Word Of Mouth Marketing Strategies For Small Businesses**
- **Ask Your Happy Customers For Reviews**

Being a small business owner, you must be always looking for an opportunity to gain positive reviews from your customers.

It should be on your priority list because every review counts to develop a compounding reputation for your brand over time.

So, always try to encourage your satisfied customers to leave reviews regarding their purchasing experience with your company.

Online reviews will be the first thing that a potential customer searches for the web in their process to buy from you.

The screenshot shows a feedback form interface. At the top is a dark header bar with the title 'Your feedback' and window control icons. Below the header, there is a section labeled 'Recipients' followed by a text input field. The main body of the form contains a pre-filled message: 'Your feedback', 'Dear [first name],', a paragraph about the importance of feedback, 'We hope to see you again soon!', and 'Best regards, [Your name]'. At the bottom right of the form body is a green circular icon with a white 'G'. The footer of the form features a blue 'Send' button with a dropdown arrow, followed by a row of icons for text formatting (bold, italic, underline), link, image, and other functions.

Image Source: WordStream

You can leverage online reviews to give social proof for your brand. Your goal is to constantly engage with your customers and make them leave a review.



To make things even better, you can use these customer reviews and testimonials to put on your website, landing page, sales funnel, checkout page, and social media pages.

There will be bad reviews as well, so you need to deal with it in one way or another.

How To Deal With Negative Reviews?

Along with positive reviews, you are going to get some negative reviews on the way as well.

So what you need to understand is that negative reviews are part of running a business. Also, it is inevitable for the most part.

Negative or bad reviews are only going to give you an opportunity to improve considering your approach towards it.

Not everyone is going to be fully satisfied or happy with your product or service, and that's really something you should bother about.

To begin with, negative reviews give you the opportunity to identify the problems and challenges coming to customers by interacting with them.

You will get to improve your product or service on the basis of negative or bad reviews. People are still talking about your product, so that's something.

The worst-case scenario will be not getting any reviews at all or just the bad reviews, then you got yourself a problem.

What Is A Negative Review?

Clearly, you know what a negative review is, but there is more to it than you know.

Customers look at reviews as a part of the research that they do before buying any product or service.

They check for both positive reviews as well as negative reviews. A negative review is any review that reflects not so good experience with the brand on any or all aspects.

Now, what more you need to understand here as a small business owner that there are two types of negative reviews –

1. Good negative reviews
2. Bad negative reviews



R G
Local Guide · 75 reviews · 34 photos

★ ★ ★ ★ ★ 3 months ago

No sound absorbing materials, extremely loud. Party groups right next to people trying to dine. Fish the size of a thick cell phone battery. Good flatbread pesto. Excellent cinnamon ice cream. But never again.

👍 Like

Response from the owner 3 months ago

While it's great the ice cream and flatbread pesto impressed you, I'm sorry if your experience could've been better. If you had any preferences with the seating, we would've been happy to accommodate if something else had been available. We are a Tavern but we do have an upstairs available for dining that is a little better on the ear. I hope you'll give us another chance so you can get the kind of excellent experience we're known for. -Bonni

Image Source: [Reviewtrackers](#)

The image above demonstrates a good negative review. It is an example of a detailed negative review talking about

How Even Negative Reviews Can Be Helpful?

No business can save themselves from the negative reviews to a certain extent.

You definitely should try to provide the best customer experience to your consumers but still there would be some negative reviews to deal with.

It is important to understand the significance and the role of negative reviews in growth of your business.

Negative reviews can be as useful as the positive reviews, it's just you need to shift your approach towards it.

Negative Reviews Helps Customer Look At Positive Reviews

One of the features of a negative review for your business is highlighting the positive review for your prospects.

It significantly impacts the effect of positive reviews and make it look better.

Any potential customer can actually see and compare all the positive and negative points to get clarity before making the purchase.

When customer see bad or negative reviews for your business, it increases the chances of them believing on the positive reviews.

If there is all positive reviews, then it is most likely they don't believe it or find it too good to be true.

Negative reviews also give away all the pros and cons of the product which can be helpful for the customer.

Bad Reviews Helps Small Businesses To Improve Their Product

Negative reviews can actually help you to understand where you are going wrong with your product.

It gives you the room to improve the product and even that accounts to earn more credibility from a customer perspective.

Bad reviews also gives you the perspective of a customer which is the most essential aspect for a business growth.



You can improve on particular issues and pointers mentioned in the most of the reviews. And even get their feedback to see how you can improve further.

Negative Reviews Builds Trust Between Customer/Prospect And The Brand

The very first response for lot of the businesses and brands is to hide or remove the negative reviews or feedback when they encounter it.

They prefer to publish only the positive reviews so it makes a 'perfect' impression about the brand on prospects.

However, this doesn't work!

A potential customer won't take any time to think that you are hiding something or there is something fishy when he or she sees only positive reviews.

More likely, they even won't be give you a chance to prove you otherwise.

So few bad reviews doesn't necessarily means that it will spoil your brand image or prevent people from buying it.

It actually make them more confident and clear about the flaws of the product. Even most of the times, those flaws are workable with or not relevant to other customer.

Every product or business has flaws or something to improve on. So reflecting that in your reviews will help consumers develop more trust in your brand.

Negative Reviews Give You Chance To Engage With Your Customers

More you engage with your customers, the better the trust will be between the brand and prospects.

Bad reviews are actually another opportunity to engage with your customer.

It also gives you a chance to stand up to their expectations and earn their trust. So, it is always great for brands to respond on the negative reviews or feedbacks.

Try to understand their problem with your product, and resolve it. In a lot of cases, negative reviews turn out to be even stronger than positive reviews.

Offer them a solution and get the pointers to improve the product depending on their feedback.

Don't shy away to make an apology, and even offer them some gift card or discount.