

Grow Your Reach Organically

What you can do as the business owner short of hiring someone to do SEO or paying for ads.

General guidelines:

- Slow and steady progress
- Start with your goal
- Focus your niche who are you trying to reach
- Be clear, a confused visitor does nothing
- Adding search terms to your blog posts, web pages, etc. will attract more search engine traffic
- The content on your website and/or Facebook business page should be clear
- Be authentic
- Share your story let people know you
- Be vulnerable
- Be visible
- Use same words, branding

Social media:

- Choose 1-2 platforms, don't try to do it all
- Set time limit to be on Social Media
 - Be strategic and organized
- Don't be all business, this is "social" media
- On Facebook, less than 1-2% of people who like your page will see your post
 - Boosting posts is not effective
 - Will cover FB ads in a future module
- Know where your target market hangs out
 - LinkedIn or Instagram may be a better place to spend your time
 - FB and Instagram are linked now
- Provide value
 - Not just about business, be social too
 - LinkedIn is more business focused than FB
- Share a thought for the day or week
- Share with other page, personal page, etc. (repurpose your content)
- Ask others to share
- Using images, colors, video attract attention on social media (FB, twitter, etc.)
- Engage in other people's posts or discussions
- Join and become active in groups

Content marketing – ongoing content of value that you create:

- Various formats,
- Blog, Podcast, video
- People have individual preferences and ways of perceiving information:
 - audio
 - visual
 - text
 - kinesthetic
- Create easy to consume content
- Shorter is often better
- Provide value
- Include key words (words that people would be using in a search)
- Acknowledge your audience, thank them for reading, listening, watching
- Link internally, link all your websites, social media, etc.
- Ask people to share
- Protect your work

Engagement Strategies:

- Don't post the same blog post in different place, google will see it as spam
- Use key words, but not too many, seen as keyword loading and spam
- Create evergreen content, so you can post again in the future with a few minor tweaks (it needs to be changed, do not just duplicate)
- Repurposed content into various formats
 - Audio
 - Written
 - Video
- Devote a set amount of time per day writing as much as you can about problems your product or service can solve
- Write about what makes it different, what is unique about you?
- Add your stories
 - Your story
 - Stories of clients
 - Celebrities to highlight points
- This engages people and also may provide social proof if you are sharing client stories and how you helped them.
- Once you have a crystal clear understanding of the differentiators, start writing lists or articles on your blog, podcast, video, FB live, etc.
- Downloadable content will allow you to collect names and emails – where to send the download.
 - This could be an irresistible offer

- Don't make all content about your product, no one wants to read about "Why my brand is the best in the market".
 - State a problem
 - Give solutions and mention your brand as one
- Ask people to share your content
- Start guest blogging or being on other people's podcast
 - Share with your community (email, social media, etc.)
 - Ask them to share
 - This can provide backlinks for both parties
 - Invite others to be a guest for your blog, podcast or video content
 - Leave comments on other people's blog, podcast
- Post your content to LinkedIn and other social media
- Write engaging headlines
- Connect with influencers in your niche

Building your email list:

- Attract your ideal client with an irresistible offer and build the relationship
- Reference modules:
 - Build a Tribe of Raving Fans
 - Nurture the Relationship: The Onboarding Sequence
- A small engaged email list is more valuable than a huge list
- Links sometimes are suspicious, use sparingly in an email
- Newsletter that always has links are fine
- When sending out other emails, use embedded links sparsely

Email subject line tips:

- 5-7 words max for subject line
- Don't sound salesy
- Don't reuse
- Use action words
- Use humor with caution
- Include a surprising stat
- Be human
- Write clearly
- Don't yell, all caps

Enhance the About Page on your website:

- Start with a hook
 - Questions that you know that answer will be yes
 - A story (yours or someone else)

- Use and open loop, (teaser with more to follow)
- Share the benefits
 - Focus on the transformation you provide
 - What makes you different?
- Proof
 - testimonial or
 - your personal story
- CTA (Call to Action)
 - Add an opt-in to something at the end of your about page

Copyright 2018 Bonnie Groessl