

WILSON
DIGITAL
ROCHESTER, NY

SMALL
BUSINESS
DIGITAL
ADVERTISING



Words from Founder

Kevin Wilson has years of experience developing marketing strategies for small businesses, ecommerce brands, software as a service (SaaS) companies, political organizations, and nonprofits. From awareness to lead generation or sales, Kevin has deployed hundreds of successful campaigns for businesses like yours. He knows what tools and strategies can be tailored to your unique needs.



As the founder of Wilson Digital, I'd be thrilled to have the opportunity to work with businesses like yours. I know firsthand how challenging it can be to build and grow a small business, and I'm committed to doing whatever it takes to help you thrive.

I hope you enjoy this free guide to set your business up for digital advertising success. In my many years of helping businesses like yours find new customers through advertising, these foundational steps will help you start without delay, avoid wasting money, know what's working, and get big returns on your investment faster.

If you have any questions about things in this guide or need help setting up your business for digital marketing success, please don't hesitate to reach out at 585.200.5678 or kevin@wilsondigital.com.

Either way, best of luck in your digital marketing journey.

Sincerely,
Kevin Wilson

Executive Summary

As a small business owner, you understand the importance of reaching your target audience effectively. One of the most powerful tools to achieve this is digital advertising. Paid digital advertising can increase your business's reach and drive more sales, but it can be overwhelming to navigate if you're trying it for the first time. In this comprehensive guide, we'll cover the six key points to set your business up for success before you start advertising.



Define Your Value

Before you start advertising, you need to understand (and write out) why your customer needs your product or service. What problem are you solving for them? What makes your business unique? These are the fundamental questions that will help you create a strong value proposition. Once you have a clear understanding of your value, you can create ads built around that value that will resonate with your target audience.

For example, a past Wilson Digital client was a home organization company. What she did, was help clients declutter their home. But the true value she brought to clients was helping them develop systems of organization that lowered stress and helped her clients feel in control of their own space. Bring out the deeper values in your service and use it in ad copy.

What
Problem Are
You Solving
For Your
Customer?
Build your
ad strategy
around that.



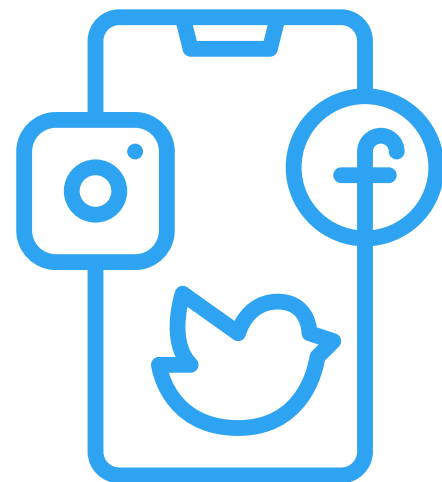
Make Sure People Can Find You

To run successful digital ads, you need establish your online presence. Where are you going to send people when they click on an ad? Can they find info about your business outside of your ad? This means having a website, Google My Business profile, and social media channels. These platforms are critical for ensuring that your customers can find you online easily.

Your website is the hub of your online presence. It's where you can showcase your products and services, provide valuable information to your customers, and generate leads. A website also improves your search engine presence (SEO) and increases your organic search traffic.

Google My Business is a free tool that allows you to manage your business information on Google. It ensures that your business information is consistent and up-to-date across all Google platforms, including Google Search and Google Maps. This helps your customers find your business easily. You can also link your GMB profile to an equivalent service on Bing.

Social media channels such as Facebook and LinkedIn are also critical for your online presence. They provide a platform for you to engage with your customers, share valuable information, and build your brand. You don't need to post every day right out of the gate or be on every social media platform, you just need to be present there. Start by thinking of these in terms of SEO first and worry about building a content marketing strategy later.



Establish Your User Experience

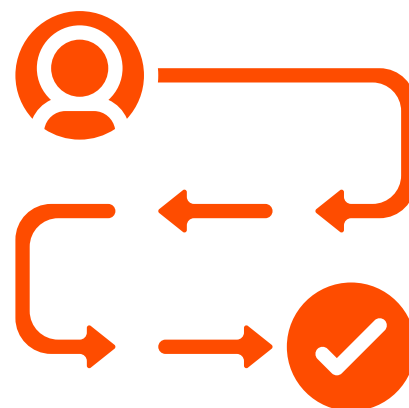
When you start sending ad traffic to your site, you want to ensure your customers can easily navigate to what you want them to do. Whether that's making a phone call, filling out a contact form, or making a purchase, a clear and simple user experience will increase your conversion rates and make the most of your ad spend.

Your website should be easy to navigate and have a clear call to action. This means having prominent buttons and links that lead your customers to take the desired action. For instance, if you want your customers to make a purchase, the purchase button should be easily visible.

In addition, ensure that your website is mobile-friendly. Most people use their smartphones to browse the internet, and if your website is not optimized for mobile devices, you risk losing potential customers.



Make your Call to Action Easy for Your Customer.



Own Your Business's Accounts

Ensure you own your Google Analytics account and Facebook Business Manager assets. This gives you control over your data and the ability to manage your ads effectively. Don't rely on an agency or third-party to control your data.

Google Analytics is a free tool that allows you to track your website traffic and user behavior. It's critical for understanding how your website is performing and where your traffic is coming from. By owning your Google Analytics account, you can ensure that you have access to all your website data and can make informed decisions about your ads even if you switch agencies.

Facebook Business Manager is a platform that allows you to manage your Facebook and Instagram assets including your page, ad accounts, and tracking pixel. It's better to own these yourself rather than having to worry about regaining control of these assets from an agency if the relationship doesn't work out. You can easily distribute access to your page, tracking pixels, and ad accounts to internal employees and marketing agencies through this platform.

Control your data! Own your Google Analytics and Facebook Business Manager.

Prepare to Measure Results



Install Google Analytics and meta pixel on your website to track the effectiveness of your ads. Set up conversion tracking to understand which ad campaigns are driving the most conversions. This will help you optimize your campaigns and improve your return on investment. You'll get much more out of doing this than just looking at impressions or clicks from the ad platform and wondering whether your ads are making a difference once they get to your site.



Google Analytics provides a wealth of data that can help you understand your website's performance. It shows you the number of visitors, the pages they visited, and how long they spent on your site. By adding meta pixel to your site, you can track the performance of your Facebook and Instagram ads. You can see which ads are driving the most conversions and adjust your campaigns accordingly.

Conversion tracking is critical for measuring the effectiveness of your ads. It allows you to track specific actions that your customers take on your website, such as making a purchase or filling out a contact form. By tracking conversions, you can understand which ad campaigns are driving the most leads and adjust your budget accordingly.



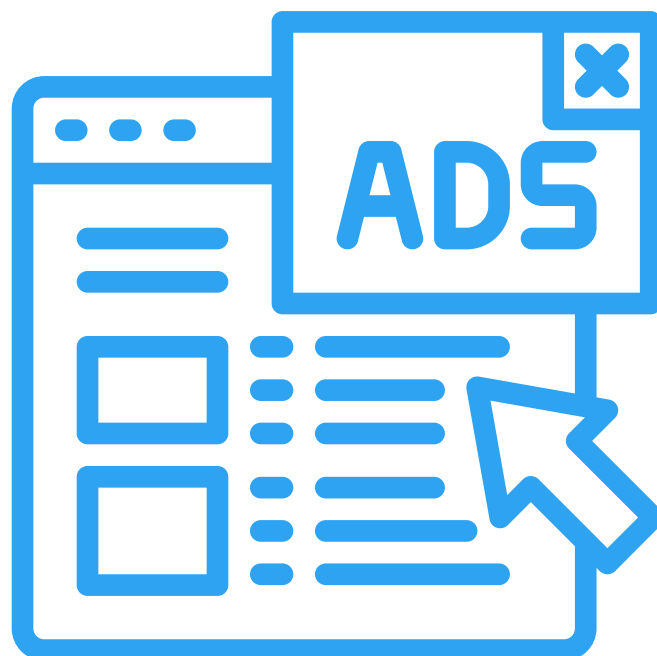
Commit Enough to Make An Impact

To see results from your digital advertising efforts, you need to commit enough resources. This means dedicating enough time and money to your campaigns. You should have a clear understanding of your advertising goals and understand typical advertising costs in your industry, then set a budget accordingly.

For example, lawyers and contractors in a major metro area might have a lot of competition on search ads. Cost per click (CPC) in these industries can run high, meaning you won't get many site visitors. If you only spend \$200 a month, CPC is \$10, that's only 20 clicks. If your site conversion rate is 5%, that's 1 lead.

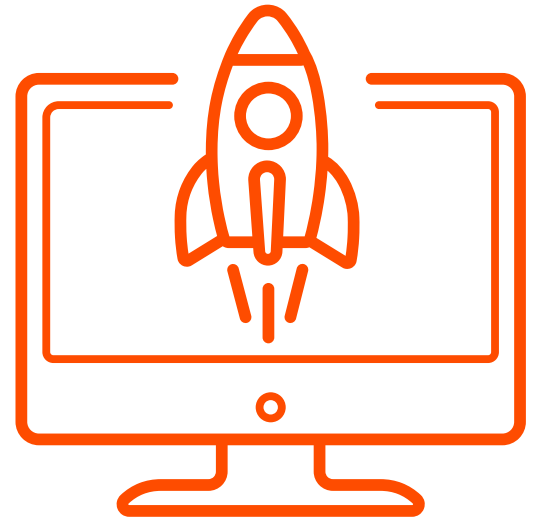
Other industries have lower cost per click and cost per acquisition. Working with Wilson Digital, we can help you determine what platforms, tactics, and budgets are right for your business.

Keep in mind that digital advertising is a long-term strategy and it may take some time to see significant results. Strategize with your team and commit to a couple month strategy as you learn and optimize.



Conclusion

Digital advertising is a powerful tool for small businesses to reach their target audience and drive more sales. By defining your value, establishing a strong online presence, optimizing your user experience, owning your accounts, measuring results, and committing enough resources, you can create effective digital advertising campaigns that deliver results. Remember to test your campaigns, adjust your strategy based on the data, and remain committed to your goals. With the right strategy and approach, digital advertising can help your small business grow and succeed.



Wilson Digital can guide you through building this strategy and setting realistic digital advertising goals for your business. Contact us today for a free consultation.

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Contact Us Today to Discuss Your
Digital Marketing Needs

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