

First, You Have to Be Found

Building a green industry business is hard work, including when it comes to developing your online presence. But if you **focus on the right things**, you *can* have an impact on how visible your business is online.

YOU CANNOT BE EVERYWHERE

- Be where your ideal customers are and where you get the most bang for your buck
- The 2 places you *must* be are:
 - 1. Your website**
 - Your website is the hub of all your marketing activities. If it doesn't convert visitors into customers, then even the best marketing campaigns won't be successful.
 - Make sure you own your domain (buy it on GoDaddy or NameCheap)
 - Build it on the right platform (WordPress or Squarespace, *not* a free website builder)
 - 2. Google My Business (GMB)**
 - Claim AND verify your listing
 - Choose 1 or 2 most relevant categories
 - Complete ALL information
 - Add photos and/or videos
 - Post weekly
 3. Facebook is a strong additional option

KNOW WHAT YOU'RE REALLY SELLING

- It's *not* your products or services!
- What problem do you solve for your customers?
- How do you solve that problem?

DON'T STOP MARKETING!

- It takes longer and costs more to regain market share / name recognition than it does to just keep going.

HAVE CLEAR GOALS

- You need a rifle, not a shotgun – do what it takes to achieve your goals (the rest can wait)
- Business goals tell you **WHAT** do to online – develop an effective strategy, set a marketing budget, assign resources, determine the right tools to use, etc.
- → Describe in detail your business and personal goals for the next 1, 5 and 10 years

KNOW YOUR AUDIENCE

- Every customer is unique – the same marketing won't work for them all (the “spray & pray” method does not work!)
- You can't serve or please everyone – focus on those who contribute to the bottom line
- Your customers tell you **WHERE** to be online and **HOW** to talk to them
- Without total clarity on who your audience is – and is not – you'll be throwing money away reaching out to people who will never buy your products or services.
- → Describe your ideal customer in as much detail as you possibly can

WHY YOU?

- Tell them what *really* makes you different and special.
- Go beyond when customers already expect (customer service, trained employees, insurance, etc. are just your ticket into the parking lot – they won't even get you into the game).
- You want to attract the right customers and repel the rest

EVERYTHING YOU DO ONLINE SHOULD HAVE A PURPOSE

- If it doesn't support your business goals, STOP doing it!
- → List everything you do online and describe how it supports your business

YOU CAN'T RELY ONLY ON TRADITIONAL WORD OF MOUTH

- “Word of mouth” has moved online
- Look for opportunities to engage with prospects and customers online
- Reviews are **critical**, especially on Google My Business (Facebook is also good)
- Use an automated solution to get more reviews (e.g., Reputation Builder)
- ASK all customers for a review (7 out of 10 will leave a review if you ask them)
- Respond to ALL reviews

RESOURCES – Go to <https://monicahemingway.com/gisc>

- Free SEO tools & SEO Checklist
- Local SEO Citations Guide
- [OneThing] weekly email and the GROWth Report monthly newsletter
- How to claim & optimize your Google My Business listing (video)
- Does Your Website Measure Up? – Checklist
- Top 10 Website Mistakes
- 8 Essential Pieces of Content Every Green Industry Website Must Have
- 10 Questions to Ask Your Website Designer
- Reputation Builder – **Special offer for GISC attendees**
- And much more!