



## White Paper



# Small Business Marketing: Strategic Options

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## **Preface**

Small business owners frequently approach me on the need to do more marketing or improve their marketing strategy. The discussion eventually circles around to the budget and how much they are able to commit. It is not uncommon for the client to say they don't know how much they should be spending or how much they currently have budgeted.

The “what should my marketing budget be” is not the right question. The more relevant question is “where is my revenue today, and where do I want it to be 3 years from now, and how much of today's resources am I willing or able to commit to reach that goal”.

Once you know what the revenue goal is, and how many leads are needed to convert to prospects and prospects to orders, you can begin to determine what your options are and how much budget is needed to meet your goal.

This white paper provides the small business owner with some insights into their strategic options when considering an investment in marketing for their small business to meet their revenue goals.

It is extremely important to note that the options presented here are described as individual strategies. However, we know that marketing is a long term process, and should not rely on a single strategy but should be a balanced and integrated approach driven by your goals and resources.

## Introduction

As a small business owner you have the same marketing options available to you as a Fortune 500 company. The difference is on the scale of the investment. Whether you are a small business or large business, you should be allocating on a consistent basis, a percentage of your revenue towards your brand and marketing. Just like retirement savings, consistency in setting aside money for marketing is an investment in the future of your business.

Even though the level of expenditure is orders of magnitude higher for the Fortune 500 company, there is an opportunity for the small business to make a strategic impact, even on a small budget, especially if your business is local. The reason is simple, if you are a local business there are lots of affordable ways to promote your business. If you sell nationally, the Internet and social media levels the playing field in many ways that even the smallest of companies can win big.

Data from HubSpot, a market leader in *Inbound Marketing*, has data demonstrating that a balanced marketing approach involving both Internet marketing and traditional *Outbound Marketing* (radio, TV, print advertising, direct mail, etc.) yields better results than using one approach by itself.

Strategically, the small business owner has to determine the reason they are marketing:

- To promote something today, to get someone to act and buy right now
- To build a relationship with my target market in a way that nurtures them for future business
- As a branding exercise, to build brand recognition

Strategically, the small business owner has to determine how aggressive they want to be and can afford to be with their marketing:

- Basic budget for the logo, website, business card and brochure
- Small budget, doing the minimal possible, usually around an event
- Modest budget, with a focused initiative or campaign for a short period of time
- Aggressive budget on either Inbound Marketing or Outbound Marketing on an ongoing basis
- Aggressive budget using both Inbound Marketing and social media on an ongoing basis

Strategically, the small business owner has to decide what type of marketing vehicle or channel is best able to get reach their target audience and provide the best return on investment:

- Outbound marketing (advertising, direct mail, etc.)
- Public relations
- Digital (online) marketing (inbound marketing, banner ads, Google ad words, etc.)
- Digital online along with social media

It is the combination of - the reason, your level of aggressiveness, and marketing channel that will determine the ultimate strategies that best suits your situation for your target market.

Before deciding on any of the above strategic options, it is strongly recommended that the business owner give serious consideration to goals and objectives behind your marketing strategy. The goals should drive strategy. All too often clients come to me with a strategy in mind, without having given much to the goals and how the particular idea fits into the mix with everything else they are doing.

The following sections discuss many of the marketing strategies available to the small business:

## Digital (online) Marketing

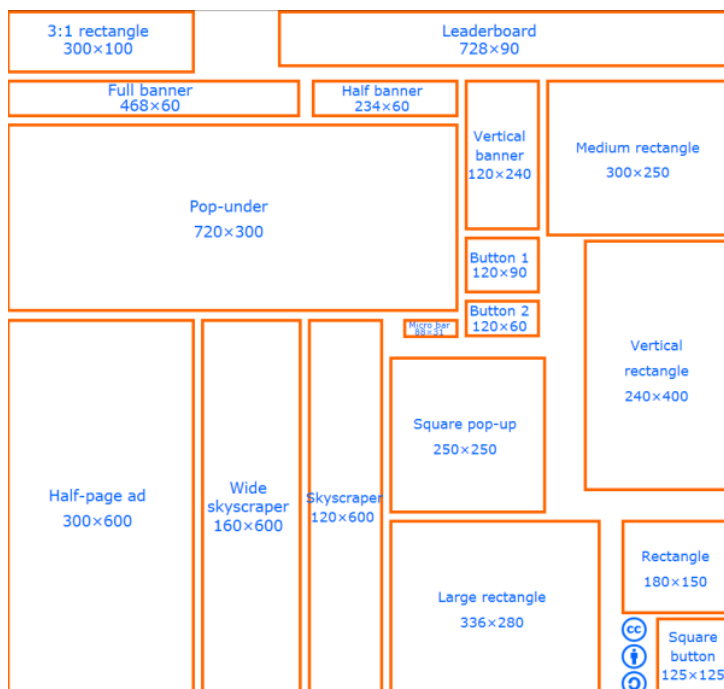
Digital marketing is focused entirely on leveraging the power of the Internet. More and more, as people shop for a product or service, they start by going online and doing a search on Google, Bing or Yahoo.

Digital marketing leverages the fact that prospects are seeking you out as a source and resource in helping them make a buying decision or find a service provider that meets their needs. That's the good news.

The bad news is that there are 100's of millions of websites, so the digital marketing challenge is how do you get your website to be found in a search or get promoted online. There are three online options for getting your website found; banner ads, paid search and organic search.

### Banner Ads

Banner ads can provide some visibility on local news feeds like the local TV stations, the online sites for the local newspapers, magazines and Chambers of Commerce, etc. Banner ads are relatively inexpensive, typically a few hundred dollars per 10,000 views.



Banner ads are a low cost way to build brand awareness, and can be an effective as a way to promote a short term sale with a call-to-action promotion (e.g., click here and get 10% off). Banner ads can run with links to videos or replicate a TV commercial.

To be effective you have to stick with it for several months. Of the various options, I suggest this is the lowest priority option for immediate sales generation. It is however an affordable way to build brand awareness, over time, especially in local markets. It is a viable way to integrate with radio or TV ads.

Some local Philadelphia online markets include magazines like Main Line Today, local newspapers and Xfinity or Verizon online.

Xfinity and Verizon both service a large number of cable clients with online e-mail and prominently display the banner ads on the viewer's home page.

Service providers like Xfinity can do geo and demographic targeting to help make your ad visible to a target market or demographic.



Data shows that TV ads run on Comcast/FiOS in local markets when combined with the banner ads provides better performance than running the TV ad by itself because you can either augment the TV ad or provide additional call-to-action features to reinforce your promotion.

A budget of a minimum of \$300 per month for a minimum of 6 months is recommended to gain traction as a local market strategy. More aggressive campaigns can be many thousands per month the cost of which depends on the number of online venues you want to display your banner ad.

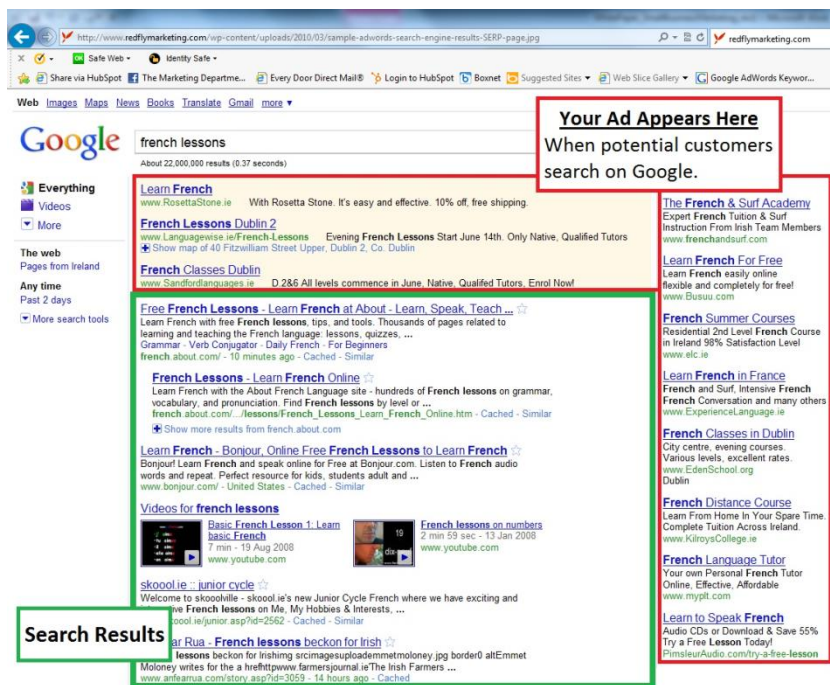
Specialty or niche products may need more time to build awareness than commodity type products, and should be a factor when considering the budget and duration of the banner ad campaign.

National average for click through performance is 0.03. Some local (Philadelphia market) media channels claim better than the national average providing as much as 0.10 to 0.14 click through rates for a successful campaign.

### *Paid Search-Google Ad Words*

Google, Facebook and LinkedIn Ads are a form of online digital (Internet) advertising. For Google and Facebook ad words, you are buying (for a specified period of time) the rights to a keyword or keyword phrase that a prospect type into a search engine, guaranteeing that your website (or Facebook page) will be featured on the first page of the search engine results. The specified time period, is determined by how long it takes (days or weeks) for you to spend down your allocated budget for the selected keyword(s). And, how many leads you need to generate to meet your revenue goal.

For example, the search term Alexander Technique has a Cost Per Click (CPC) of \$2.04. This means if you place a Google Ad for this search term, you will be on the first page of the search result, and “every” time someone clicks on your ad (to go to your website) you will be charged the current Cost Per Click rate.



A nice feature of online ad words is that you can set a “not to exceed” budget per month, and whenever that cost is reached, you no longer get included in the search result.

This means for the above example, if you set up a budget of \$102 per month, as soon as 50 viewers clicked on your ad, your ad will expire for the remainder of the month. If a thousand people are searching on this keyword term, you will reach your budget in one day. On the other hand, if there are fewer than 50 searches done in a month, you will never exceed your budget.

There is a setup fee (typically \$500) to create a Google Ad Word account and design the ad. To execute the campaign, a monthly budget (typical minimum of \$300) is recommended for a minimum of six months. But again, the question is how many leads do you need, and the cost per click, will ultimately determine the run time. Some keywords are very popular and their popularity is driving a higher CPC rate. When your keywords demand a high or very high CPC, you should consider an inbound marketing strategy to try to rank highly on the search engines for an organic search. Some companies spend many thousands of dollars per month. See Organic Search below.

The monthly fee typically includes:

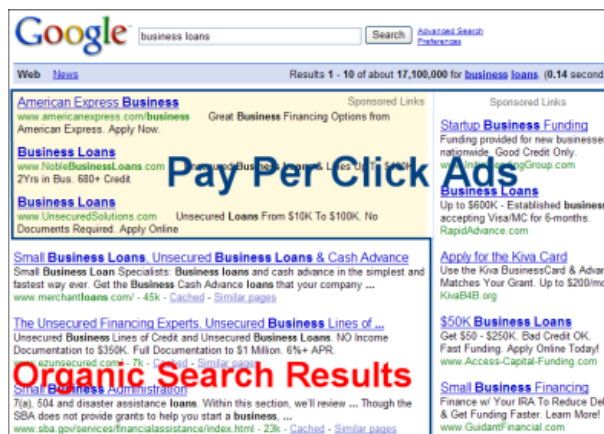
- Build a PPC Campaign across the Google Ad Words network through setting up keywords.
- Optimize on an ongoing monthly basis to reach competitive bid pricing and lower cost per click for client.
- Provide weekly updates and monthly reports showcasing click-through and impressions for the ads.
- Write and manage ads for the campaign.

Because the goal of an online ad word is to drive prospects to your website, it is always recommended that the ad drive the viewer to a dedicated landing page on your website, where you can optimize the presentation of the content or promotion. This also helps with the analysis of the effectiveness of the ad and allows a calculation of Return On Investment (ROI).

### Organic Search

Organic search means that your website (or Facebook page) are displayed on the search results page based on their (Google, Bing or Yahoo, etc.) search engine ranking.

Getting onto page one of a keyword search is the holy grail of marketing in today's marketing process. That is, with organic search is to rank high enough to land on the 1<sup>st</sup> or 2<sup>nd</sup> page of a search result, without having to pay any money to Google, Bing or Yahoo for the privilege.



**The most significant influencer of getting a high ranking from a search engine is the ongoing, periodic addition of rich CONTENT (based on the KEYWORDS prospects search on about the subject of your business, product or service) that will educate and inform the viewers.**

This point is written in bold italics and underlined because it is the most important and significant strategy you can employ to grow your business. And content and keywords are capitalized because it is the lynchpin of the strategy.

Blogging and posting content on your website, over time will provide the highest return on investment of almost any other strategy you can employ on your marketing budget. It can take several months to a year for this strategy to work. Clients often report gaining some traction to their website within four or five months if their content strategy is aggressive. When this strategy is integrated with your social media, it can be even more effective, and if combined with advertising a triple competitive threat.

Getting your site to be recognized by the search engines is a process known as search engine optimization (SEO). Until recently SEO meant a combination of tactics including content and structural work that can be done on the website to help improve search results such as meta tags, use of titles and headings, creating inbound links and adding videos to the website, all help you improve your ranking over time. SEO is an ongoing process, not an event. SEO is integral to your website development initiative, but is purchased as an optional service, since not all clients require SEO.

SEO projects are undertaken on a per website page basis, since each page has content for a different purpose.



Three or four years ago, SEO projects were designed to game the system, basically stuffing keywords and meta tags in a way to rank highly in a search result. But Google got wise to this and 2 years ago they changed the algorithm to drive relevance and authority as the primary factors. Your website is relevant if others link to it and is authoritative if it contains content that educates and informs prospects. However, SEO by itself is less effective unless it is combined with Inbound Marketing strategies.

Building links back to your website is the second most important thing you can do to improve your ranking with Google. Many inbound links means your site is relevant.

The best way to manage content, build inbound links and develop your site into a lead generation tool is to use inbound marketing techniques.

### *Inbound Marketing*

Inbound marketing is a process employed to attract to and engage visitors on your website and is supported by:

- Key word optimization techniques
- Content management strategies, and;
- Prospect engagement processes to nurture and engage

Core to the content strategy is the ongoing creation and use of blogs, white papers, eBooks, videos, news articles, buying guides, etc., on the website.



This content gets identified (indexed) by the search engines (Google, Bing, Yahoo, etc.) based on the keywords embedded in the content that consumers will search on.

Google ranks the website based on the relevance (closeness to the search word) and authority (importance or authoritativeness) of the content on the website, in the eyes of Google.

Integration and incorporation with Social Media channels (Facebook, Twitter and LinkedIn) combined with inbound marketing plays a very important role in the in SEO to achieve excellent ranking.

*Inbound Marketing* is an ongoing process (as opposed to a project or event) that must be maintained over an extended period of time to continuously improve the websites relevance to prospective clients. It's the difference between spending a lot of time and money to launch the best website versus having a better website that is always over time, getting better. The ultimate goal is being on the first page of the organic search results (as opposed to getting on the first page through a Google ad).

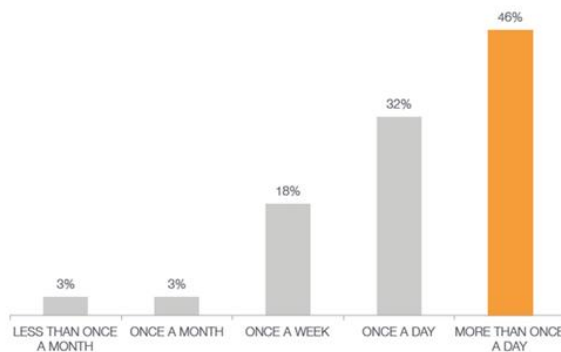
Companies with multiple products or lines of business will each require their own set of keywords that consumers use to search for the product or service. This means that not all lines of business will perform equally when searched organically. This is why we strive to get better search results for each product or service in the business over time, by developing content for each line of business.

Search results will vary depending on:

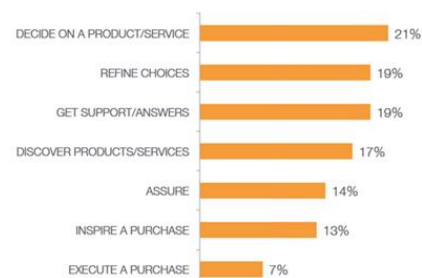
- How competitive the market is.
- The quality of the content being created and posted to the website for each line of business.
- How well integrated the content and conversation is with social media channels (Facebook, Linked In, Twitter, You Tube, etc.) into the inbound marketing process.
- The frequency of the postings, which means how often we provide new content for the search engines to index. A minimum of once per week is required, but to be noticed by the search engines, you have to show Google that you are serious about producing meaningful “original” content 2 or 4 times per week.
- The quantity of inbound links that can be generated (from authoritative sources). An inbound link is a scenario where the website is posted onto another website (or directory) with a link back to your website (e.g., Chamber of Commerce website, online Yellow Pages listing, or an online recommendation posted on Angie’s List, etc.).

Blogging is an absolutely critical component of helping you achieve inbound marketing success. According to HubSpot data, a market leader in inbound marketing automation software, companies that blog attract 55% more site visitors, 97% more inbound links and 434% more indexed pages. Further, companies that blog achieve 126% more lead growth than companies that don’t. Blogging frequency does matter. The graphs below illustrate the impact of blogging.

### Most people read blogs more than once/day.



### Blog articles **influence** purchases.



"BLOG ARTICLES PLAY A ROLE IN THIS ASPECT OF THE PURCHASE PROCESS."

Producing and posting content to your website and social media sites is critical to the process of *inbound marketing*. Content includes such items as blogs, related news articles, videos, case studies, white papers, buyer’s guides, videos, etc.

To incorporate content on your website you require a place to post the content. This is typically done on a blog page or landing pages accessed through a call-to-action button (e.g., Download Now), or a resources page, or news page. The blog page and landing page should be incorporated into your website, but can be done external to the website and made to look like it is on your website.



To be effective, the recommended frequency of adding content is a minimum of one or two posting per week of content, but to begin to rank well, three or four postings per week would accelerate the process needed by the search engines to acknowledge that you are serious about making your website a content rich website. The posting frequency is often described as slow, fast, faster, fastest way to inbound success.

And these days, it needs to be original content, not repurposed content like copying and pasting a news article published by someone else, unless you undertake to do a thoughtful critique of an article you are reposting.

The key to successful content writing is to match the keywords with the buying persona of your prospects. Buying persona looks at the behavior of your prospects buying influences and seeks to map and match that through content strategies and call to action strategies to engage and connect with prospects.

### *Types of Content Include*

#### *Blog*

Blogs are the most commonly and prolifically used form of content. A blog range from 200 to 700 words.

#### *White Paper and eBook*

White papers and eBooks are considered premium content. Their goal is to provide rich relevant (information) content to prospects in exchange for their e-mail. Premium content is typically 7 to 12 pages long. White papers are typically written in text format. E-Books are typically done in PowerPoint format. Both formats often employ photos and illustrations to make the content more visually interesting.

#### *Videos*

Videos are a great form of content. They get high ranking, often create inbound links and is liked by the viewer.

### *Sales Funnel & Inbound Marketing as Strategy*



Inbound marketing as a process is not just about drawing traffic to your website. It is also about managing the experience of the visitor to the website when they arrive. So the goal is not only to put content on the website that is keyword specific to help you get found, but to also provide content that is interesting or engaging to the visitor, and to help them through the buying process throughout the sales cycle. Inbound marketing protocol is to segment content for visitors that are at the top of the funnel, middle of the funnel and the bottom of the funnel.

Top of the funnel are people early in the buying process, who are window shopping to see which store or what products interest them, and may not even know they have a need. For this type of visitor we provide high level but engaging content to help them satisfy their need to become aware of your product. Some examples include “7 Things to consider when choosing a plumber” or “5 Ideas for lowering your health care cost”, etc. This type of content is provided for free, meaning it is delivered without requiring the visitor to leave their e-mail in exchange to view the content. Videos are also powerful tools for engaging prospects at this phase of the buying cycle, and search engines give high points for video content.

Middle of the funnel is the visitor who is searching for a solution, and wants to get either get deeper into the subject matter to help facilitate their analysis or interest in your product/service or help them better understand the technical attributes of the product/service or the types of offerings you have, and in some cases to identify qualified vendors to consider in their purchase decision.

At this phase you are trying to demonstrate your firm's competency in the product or service, by building your brand's credibility in the eye of the consumer. This is typically done with white papers, case studies, reports, eBooks, videos, etc. For the visitor to get a copy of this premium content they should provide their e-mail. This process turns a visitor into a lead, because you now know who they are and that they are interested in a particular product or service, and you know how to communicate with them.

With this prospect knowledge you can also begin to nurture the relationship with the prospect. This nurturing can happen two ways. First, once you know what product they are interested in, you can send follow-up e-mails pointing them to other articles, white papers, etc. that they may be interested in. Second, you can track their return to the website and point them to content you think might be of interest.

*Bottom of the funnel* is when the consumer is feeling the pain or has determined through some means has a definitive need and is ready to buy. At this stage the goal is give an incentive to engage with you and make the sale happen. Typical bottom of funnel process is to introduce a compelling call-to-action (CTA) button. CTA examples include Request a Quote, Click Here for a Free Audit, Schedule an Appointment, First Months Premium for Free, etc. Content at this stage starts to get very explicit about how they can experience your brand should they purchase from you and could include Buying Guides or Success Kits as two examples.

Cost of Inbound Marketing campaigns, usually with a 12 month commitment, range from \$1,300 (slow) to \$3,000 per month (fast) depending on the level of service and quantity/frequency of content development. Some service providers charge as much as \$6,000 per month (faster).

### **Inbound Marketing Game Plan**

Every Inbound Marketing initiative should be accompanied by an Inbound Marketing Game Plan, the purpose of which is to:

- Establish quantifiable goals and metrics for the campaign
- Specify the keywords related to your business
- Define premium content that prospects are willing to exchange their e-mail to read the content
- Develop an editorial calendar to schedule the content development and posting
- Develop call-to-action strategies
- Develop blog content plan

Inbound Marketing Game Plans typically cost \$600 per line of business you are seeking to optimize for.

### **Social Media**

Social media is a blessing and nightmare for most businesses. It can be a blessing when you can develop strategies to connect with clients and prospects to foster engagement and communication.

It can be a nightmare because not all people see the value and return on investment, and you can feel like you are left out of the game by not participating.

And then there is the question of which social media channel is best for your type of business. If you sell merchandise to consumers, Pinterest is a good place to be as is Angie's List to name two. If you sell only to other businesses, LinkedIn is your most important place to engage with prospects and your active network of colleagues.

And then of course there are the widely used almost prolific channels like Facebook, You Tube, and Twitter.

Some social channels cost money, others are free and have options to advertise with Ad word campaigns.

Social media should be a part of any content based marketing campaign. It helps your search engine ranking to make your website more visible, by creating engagement around your content. It can also leverage the way people shop and most importantly create a conversation about your service or product online through Facebook, Twitter, You Tube, etc.

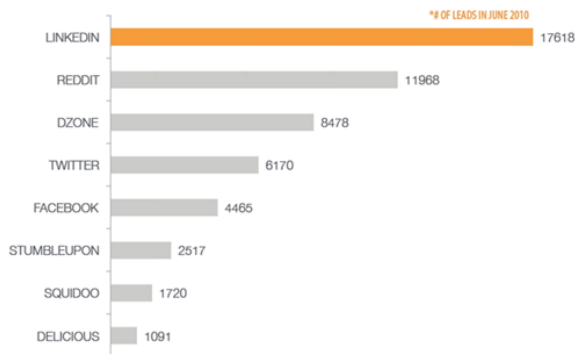
The small business marketer should view social media marketing in two ways:

- Tools for researching and finding content on your targeted keywords to identify rich.
- The mechanics of posting content on a regular basis to your “business” LinkedIn, Facebook, and You Tube accounts and employing Twitter as a broadcast medium to make followers aware of you postings.

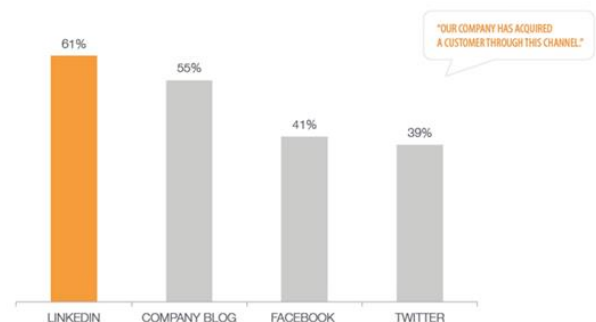
The social media channel you emphasize in your marketing strategy depends on the type of business:

- Business-to-Business companies should have LinkedIn as a core element of their social media marketing mix.

LinkedIn drives the most referrals to B2B sites.

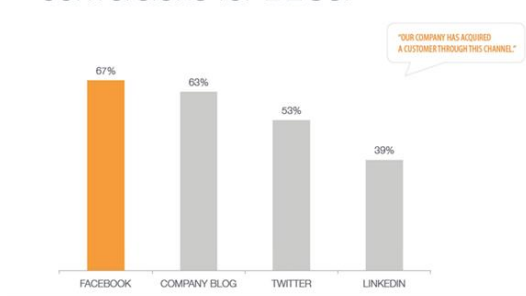


LinkedIn generates the most conversions for B2Bs.

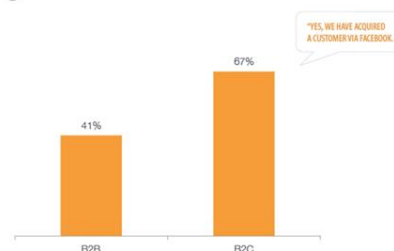


- Business-to-Consumer companies should have a strong Facebook marketing plan, but it also works for B to B, though not as good as other tools.

Facebook generates the most conversions for B2Cs.



Both B2C & B2B companies are **acquiring customers** through Facebook.



- Twitter is emerging as an important resource for consumers and therefore an important channel for all companies to nurture and pay attention to, though currently a stronger tool for B to B markets.

### Twitter plays an active role in purchasing decisions.



- Both Business-to-Business and Business-to-Consumer companies can benefit from You Tube and Google+.
- If your business is retail and serves mostly women, then Pinterest is a good place to be.

Social Media campaigns start at \$300 or \$400 per month, and increase to many thousands depending on your mission and level of engagement you are striving for.

### Popular Social Media Platforms for Small Business

Branded Facebook Page

Branded Twitter Page

Pinterest Account

Branded LinkedIn Company Page

Branded YouTube Channel

Branded Google+ Page

Branded Blog Page

Foursquare

Branded Yelp Page

Google Places

Citysearch Account

Bing Business Portal (which covers Yahoo)

Social media campaigns start at around \$300 per month and increase depending on the type of campaign, the number of channels involved, and the frequency of postings on each channel.

### Analytics

All digital ads, Inbound Marketing and social campaigns incorporate analytics, a way to track and evaluate traffic to your website and social media channels.

The data is reviewed monthly and used to make corrections /adjustments to the keyword and content strategies to optimize content for your target market.



## **Advertising**

As a small business or sole proprietor you have three core traditional advertising options available to you including broadcast (TV/radio), print (in newspaper or magazines), and direct mail (traditional and Every Door Direct Mail).

### **Broadcast**

Broadcast advertising is one of the more expensive ways to promote your product or brand. It is expensive in part because the medium, radio, TV and cable are expensive marketing channels. The cost gets compounded because to be effective the ads must run frequently throughout the day over a period of several months to be effective. When you combine the cost of the media with the need for duration, your costs can be substantial.

I don't want to imply that other advertising strategies are always less expensive. You can easily spend as much or more with online ad words or with direct mail campaigns.

Broadcast budget challenges can be helped by staggering the ads with a one-week-on/one-week-off strategy to spread the duration, while reducing the media cost.

### **Radio**

For the small business, whose target audience is also their geo-centric market, radio is a good option to consider because it blankets the geocentric region with your message. Radio ad rates are a function of time of day, the reach of the chosen station, frequency, and duration of the campaign.

To be effective a minimum budget of \$2,000 to \$3,000 per month for several months is required.

Radio ads are great for building brand awareness, to promote a product, service or event and to differentiate your product or service from a competitor. It can be particularly effective at creating brand awareness especially at drive times where the ad is played every day targeting the commuter.

Effectiveness of a promotional ad can be enhanced with a strong call-to-action promotion, one of those "call in the next 15 minutes and get ...."

### **Cable**

Cable TV ads can be very effective when you have a visual way of promoting your product, brand or service offering. A typical Comcast Spotlight commercial would typically run 36 times per month, costing about \$84 per 30 second spot, in a 30 day period resulting in a \$3,000 per month budget. To gain the needed visibility it is recommended you plan at least a 3 to 6 month campaign.

A 30 second TV commercial needs to allocate 5 or 6 seconds at the end for your call-to-action or contact message, therefore you only have about 20 seconds to attract the viewer's attention with something memorable or impactful, and this requires a creative process to develop the imagery of your ad. This involves the development of several conceptual ideas, followed by a script and an eventual story board to serve as a roadmap for the production process, the conceptual phase of the process.

Once you have a concept the ad is then produced with a video shoot on location or in a studio. Sometimes the ad is all based on animation making the location of the production a computer screen. Therefore, TV ads in addition to the expense of the media buy there is the production cost to produce the commercial, which could cost from several thousand dollars to tens of thousands of dollars. A good budget for a 30 second TV should be \$7,000 to \$20,000, depending on what you are producing.

Like radio staggering your broadcasts can help stretch your budget.

One of the great attributes of cable is the ability to geo target your ads, to specific communities in the Comcast /Verizon network and selecting the best channel subject theme that better connects you're your audience.

### TV

Major network TV shares many of the same attributes as cable and many of the same benefits. However, for the small business, the major TV networks are usually out of reach from a budget perspective.

### Print

#### Print Ads

Print ads cost less on an individual basis then radio or TV spots, but unless you advertise with regularity and consistency, you will not have the impact you desire.

Print ads can be used as a brand builder or with a Call-To Action for a promotion or both.

Print advertising is not inexpensive, with ads costing several hundred dollars to a few thousand dollars per placement, size, B/W or color, location and the publications circulation (local, regional or national).

Most publications offer some type of discount if you commit to multiple placements and occasionally run promotions.

Some print advertising options in the Delaware Valley region include:



**RESULTS  
Guaranteed!**

**ANY ATHLETE, ANY LEVEL, ONE RESULT**

At Summit Sports Training Center we believe any athlete, regardless of level can and will improve at our state of the art facility. Using scientific protocols and the best training tools in the industry, we guarantee to make every athlete faster, stronger, and more explosive.

By following our program guidelines each athlete can expect guaranteed results:

- 2 Tenths of a second decrease in forty times
- 4" Increase in vertical jump
- 20% Improvement in strength
- 20% Improvement in endurance

Basketball players looking to improve your game now is the time to act, call now to receive a free performance evaluation.

The Summit Promise:

- Personalized attention
- State of the Art, Customized programming
- Affordable pricing
- Guaranteed results

For more information on basketball programs go to [www.SummitSTC.com/GoingToTheHoop](http://www.SummitSTC.com/GoingToTheHoop)

At Summit Sports Training Center it's all about YOU, YOUR goals, YOUR performance!

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Daily Newspapers  
Daily Local  
Daily News  
Philadelphia Inquirer

Weekly Newspapers  
Main Line Times  
Main Line Suburban

Regional Magazines  
Main Line Today  
Chester County Life  
Suburban Life  
County Lines

Costs vary widely from several hundred dollars to more than a thousand or many thousands of dollars per placement depending on the magazine, ad size, location in the publication, if color or b/w, and the frequency of your ad placement commitment. Ad development costs can range from free to \$400 to \$700, or more to be professionally designed.

Many of the magazines tailor to specific market demographics and often publish theme based issues where you can target your audience to match the theme.



## Local Coupon Books



The two most popular in the Delaware Valley are:

### Clipper

Published six times/year.

### Hometown

Published every month, but once a quarter in each geographic area.

These are one of the more affordable forms of advertising options for local business (e.g., ½ page ad runs about \$600). And, is ideal for the trades and service business.

To be effective in this coupon focused media, you need a strong call-to-action promotion to accompany your ad.

## Yellow Book Ads

Yellow Book is still popular with businesses with a local presence.

Frequently, the monthly fee is tied to an online listing in the publication.

Costs ranges from hundreds of dollars per month to much more depending on size of the ad and quantity of keywords you list your business under.

An advertisement for Brandywine Tax Resolution. It features a man looking stressed with a hand on his head. The text includes: "Brandywine Tax Resolution", "DEDICATED TO THE REPRESENTATION OF THE TAXPAYER", "TAX PROBLEMS?", "FOUR REASONS TO CALL US FOR A FREE CONSULTATION:", a list of services (IRS, State &amp; Local Tax Controversies, Bankruptcy, Audit Representation, Offers In Compromise, Tax Levies &amp; Liens, Payroll Taxes, Sales Tax, IRS Appeals), and contact information: "610.235.7577 • www.brandywinetax.com", "212 West Gay Street, West Chester, PA 19380". A footer lists various locations: "West Chester • Radnor • Philadelphia • Bala Cynwyd • King of Prussia • Plymouth Meeting • Malvern • Marlton, NJ".

## Direct Mail

Direct mail can be less, equal or more costly than print ads and radio and TV, depending on how aggressive you want to be and how big a net you want to cast geographically. For direct mail, just like print, radio and TV, you have to touch people multiple times for the advertising to be most effective.

For direct mail, rule of thumb is a minimum of three times. Direct mail works best when you can define your target market demographics (e.g., women between the ages of 35 and 55, with income levels above \$65,000, who own their own home in the following ZIP codes). Geo/demographic targeting helps match your service with people most likely to need/want/use it.

An advertisement for Summit Sports Center Elite Programs. It features two images: a runner and a close-up of a person's face. The text includes: "COLLEGE ELITE", "Starting May 29<sup>th</sup>, 2012", "5x per week Monday - Friday", "Morning Session 9:30am, Evening Session 5:30pm", "HIGH SCHOOL ELITE", "Starting June 18<sup>th</sup>, 2012", "3x per week M, W, F", "Morning Session 11:00am, Evening Session 3:30pm", "REGISTER NOW FOR 10% DISCOUNT!", and the website "www.SummitSTC.com/ElitePrograms".

## Direct Mail Options:

There are two ways to do direct mail:

### Traditional Mail (TM)

TM allows you to target your prospect based on demographics like income, age, gender, etc., within a ZIP code.

Clients can purchase lists from List Serve database suppliers or use their own direct mail list they have accumulated through various interactions in their target market. Your own list is often the strongest because you have already made a connection and pre-qualified them.

### Every Door Direct Mail (EDDM)

EDDM delivers a post card to every residence (Postal Customer) in a postal route in a ZIP code. This type of saturation geo-targeting is the opposite of traditional direct mail where you can target specific demographic profiles. However, if you know your neighborhoods, you can do some filtering, if it makes sense for your type of business.



### The Pros and Cons of Traditional Direct Mail and Every Door Direct Mail

Direct Mail Strategy	Pro	Con
Every Door Direct	<ul style="list-style-type: none"> <li>Target postal route inside a ZIP code.</li> <li>Provides 100% coverage for the route or ZIP code.</li> <li>Postage is \$0.16 per card, independent of the size.</li> <li>Can use large post card to make a big impact more affordable.</li> </ul>	<ul style="list-style-type: none"> <li>No ability to segment by demographics (but can segment by route if you know the neighborhood)</li> </ul>
Traditional Direct	<ul style="list-style-type: none"> <li>Target a specific demographic within a ZIP Code</li> <li>Some examples of demographic targeting: <ul style="list-style-type: none"> <li>Income above \$xx,000</li> <li>Age range xx to xx years</li> <li>Home ownership</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>More expensive postage. \$0.28 (4 x 6 inch size). \$0.47 (&gt; 4 x 6 inch card).</li> </ul>

### A Target Market of 2,500 Post Cards - Comparing Every Door Direct with Traditional Direct Mail

Quantity	Cost	Every Door Direct (6 x 9 inch)	Traditional (4 x 6 inch)	Traditional (5.5 x 8.5 inch)
2,500	Postage	$\$0.16 \times 2,500 = \$400$	$\$0.28 \times 2,500 = \$700$	$\$0.40 \times 2,500 = \$1,000$
	Typical Printing	$\sim \$0.31 \times 2,500 = \$775$	$\$0.18 \times 2,500 = \$450$	$\$0.23 \times 2,500 = \$575$
	<b>Total</b>	<b>\$1,175</b>	<b>\$1,150</b>	<b>\$1,575</b>
	Benefit	Large Card - Large Impact	Small Card - Small Impact	Larger Card - Large Impact

### Cost per Lead Analysis for a Direct Mail Campaign Assuming a 1%, 2% and 3% Response Rate

	Return Rate	Cost Per Lead (Every Door Direct, 6x9 Card)	Cost Per Lead (Traditional 4x6 Card)	Cost Per Lead (Traditional 5.5 x8.5 Card)
Cost/Lead	1% = 25	$\$1,175 \div 25 = \$47/\text{Lead}$	$\$1,150 \div 25 = \$46/\text{Lead}$	$\$1,575 \div 25 = \$63/\text{Lead}$
	2% = 50	$\$1,175 \div 50 = \$23.50/\text{Lead}$	$\$1,150 \div 50 = \$23/\text{Lead}$	$\$1,575 \div 50 = \$31.50/\text{Lead}$
	3% = 75	$\$1,175 \div 75 = \$15.67/\text{Lead}$	$\$1,150 \div 75 = \$15.33/\text{Lead}$	$\$1,575 \div 75 = \$21/\text{Lead}$

## Public Relations

PR is a great way to get your story out, and when it is published it is free. However, there is a challenge. Your story has to be interesting enough for a reporter or editor to want to pick up your story. Writing appealing PR to get your story picked up is a skill and in of itself, a project to execute.

Public relations writing project strategy seeks to make your story interesting by promoting who you are on a more personal level, since most PR is often story based and will in some fashion feature you, your company or service.

PR can be targeted to radio (interview), TV (topical segment story) or news print (as a feature article).

### *Project Description*

Secure articles and/or interviews in local media outlets featuring client.

**Media list** – In the Delaware Valley there are several newspaper, local news and editors; TV/radio news and segment producers that can be targeted:

Newspaper:     Daily Local News     Inquirer     Main Line Media News

Radio: WPHT    WHYI    KYW

National Network:     ABC     Fox     NBC     CBS

Cable Networks:     CNN    TNT    Golf Channel    etc.

### *Typical Scope of a PR Project*

- Interview client for background, mine for pitch angles – 1 hour
- Build media list/research reporters who have written similar stories – 2 hours
- Write story ideas/pitches – 1 hour
- Send pitch to reporters, producers – 1 hour
- Follow-up – 5 hours

### *Typical Cost*

\$1,200 to \$2,500 depending on scope for a local based PR project. Regional and national campaigns can be significantly more.

## Campaign Return on Investment (ROI)

An important part of any advertising campaign is to measure the return on investment (ROI). To measure the ROI for a campaign you calculate the new revenue obtained from the leads generated from the campaign and divide it by the total cost of the campaign for any of the above advertising strategies.

For the small business, whose products are not typically a national brand selling in high volume every day, it is critical that you point the prospect to a unique phone number, e-mail or landing page as the way to capture the response to the ad. If you don't segment the response from the general population the ad your data will be skewed.

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