

# THE PROSPEROUS PARTNER

NEW MARKETING  
OPPORTUNITIES ON  
**Instagram** 

(THAT SMALL BUSINESS  
OWNERS WILL LOVE)

“is Wi-Fi  
**MARKETING**  
RIGHT FOR YOUR  
BUSINESS?



10 MARKETING  
**TOOLS**  
YOU AREN'T USING  
*BUT SHOULD BE!*

HERE'S  
WHY YOUR  
**BUSINESS**  
ISN'T GROWING  
(AND HOW TO TURN THINGS AROUND!)

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Is your business in a rut? Even if it isn't right now, it will be some day. It happens to every business. The good news is that it doesn't need to be that way. Here are some of the most common things that cause business to stagnate.

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A marketer is only as good as the tools they use. That's easy to say, but it glosses over one of the real challenges that small business owners must face. It seems like there's tools that do everything, even for stuff you didn't know needed doing. With so many marketing tools to choose from, how do you know which ones are worthwhile? It's a good question – and I'm here to help. Here are 10 marketing tools that you aren't using yet but should be.

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I'm willing to bet you've been marketed through Wifi and didn't even know it. Wi-Fi Marketing is simply marketing that's targeted to a customer's mobile device. When you make your wi-fi available to customers, you can begin collecting information about them (like their email) even before they get access. The free wi-fi you offer your customers is also – drum roll, please – a terrific marketing opportunity. Handle it right, and you can use that connection to build your list, gather information about your customers, and even improve your customer service.

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What's Instagram to you? If your response is "a platform to share selfies" or "something my kids use," then guess what? You're missing some exciting marketing opportunities. The truth is that more brands are using Instagram for marketing every day. Keep on reading to learn more about Instagram's newest marketing opportunities for small business.

## Welcome To Prosperous Partner

Thanks for checking out our 53rd issue of Prosperous, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Eddie Hill  
Grand Master Prosperite



**PROSPEROUS PARTNER IS  
BROUGHT TO YOU BY**

Prosperous Internet Marketing Inc., is the leading small business marketing service in the Northwest Florida area for over five years. We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of Prosperous Partner and feel free to reach out to us anytime.





# HERE'S WHY YOUR **BUSINESS ISN'T GROWING** (AND HOW TO TURN THINGS AROUND!)

## **Your business is in a rut.**

And guess what? Even if it isn't right now, it will be some day. It happens to every business. The marketing techniques that worked last year, or last month, are no longer as effective as they used to be. You try everything you can think of, but it doesn't work.

You're stuck.

But, the good news is that it doesn't need to be that way. When your business gets stuck and stops growing, there are things that you probably aren't doing that you can do to kick things back into high gear.

Ready to get things going again? Here are some of the most common things that cause business to stagnate.

## YOU DON'T HAVE AN EMAIL LIST

This one's a biggie for me – so much so that one of the first questions I ask new clients is:

Do you have an email list?

I'm always amazed when people don't. It's so easy to do and email marketing earns great returns. There's really no excuse for skipping email marketing as a method of growing your business.



And, here's the thing. It is very easy to build a list. All you need to do is come up with a lead magnet that's designed to appeal to your target audience. It could be a short report or eBook, a cheat sheet, a tip sheet, a value-packed video, or even a template.

Then, you create a landing page around your cheat sheet, advertise it, and boom! You've got an email list.

**"ONCE YOUR EMAIL LIST IS UP AND RUNNING, YOU CAN USE IT TO NURTURE YOUR LEADS AND TURN THEM INTO PAYING CUSTOMERS."**



## YOU'RE DIALING IN YOUR MARKETING STRATEGY

Let's face it – most small business owners don't have a ton of time for marketing. They might set aside an hour or two to deal with it each week, but it's often the first thing to get pushed aside when time is tight.

I get why that is, but it's a mistake. A big one. Why? Because marketing is one of the best ways to engage with your existing customers and attract new ones.

If it's been a while since you revamped your marketing strategy, here are some tips to help you get back on track.

**1.** Analyze your current marketing campaigns to see which ones have stopped working. If you're not getting a great conversion rate, then keeping a campaign running is a waste of your money.

**2.** Come up with some killer content that'll appeal to your target audience. It could be a video, a blog post, or an infographic. Just make sure that it's irresistible and actionable.

**3.** Build a marketing campaign around your new content. Use whatever platforms will allow you to reach your target audience. They could include Facebook ads, Google AdWords, or even native advertising.

**4.** Test each element of your campaign and track the results. Testing can be time-consuming, but it's truly the best way to fine-tune your campaigns until they're delivering the results you need.

Most importantly, make tracking your campaigns an ongoing concern. When a campaign stops delivering stellar results, make a change immediately.

## YOU DON'T HAVE A REFERRAL PROGRAM

If you're not asking your existing customers for referrals, you're making a big mistake. Referrals are a great way to attract new customers. They're free (or pretty close to it) and they allow you to turn your valued customers into ambassadors for your brand.

It doesn't take much to create a successful referral program. You'll want to start by deciding how to incentivize referrals. Your customers are more likely to help you out if there's something in it for them. It could be a free product, a discount on your services, or even a cash incentive. Figure out what's most likely to appeal to them.

Then, you'll need to tell your customers about the referral program. If you have employees, get them involved. Make sure every one of your existing customers knows about the program. Then, when you get new referrals, make sure to deliver your incentives immediately.



## YOUR BRAND MESSAGING ISN'T CONSISTENT

What do people think of first when they hear your brand name? If you're not sure what the answer to that question is, it's a sign that your brand messaging is falling short of the mark.

Consistent brand messaging is one of the cornerstones of great marketing and business growth. If your brand message is diluted, then it's time to tighten it up.

Let's start with some of the most common ways that a brand message gets diluted:

**1.** Your brand message has evolved but you ha-

ven't had the time, money, or inclination to update your website to reflect the changes.

**2.** You've updated your website but haven't bothered to update your social media pages and other online content to match.

**3.** You've added new products that have expanded your brand beyond what your website says.

The key is to identify how your brand has changed, refine your message, and then standardize your branding across all platforms.

## YOU AREN'T USING SOCIAL MEDIA TO YOUR ADVANTAGE

How are you using social media? If you're not regularly getting leads from social media, then you're probably not using it to your best advantage.

Your social media posts should be engaging and shareable. That means that you can't simply post a sales pitch and call it a day. Your social media content must be:

- > Valuable and actionable
- > Designed to be shared

Every post you put out should include a specific call to action. Not every CTA should be sales-oriented. Some can encourage readers to comment or share your content. The key is to use every social media post as a way of expanding your reach and attracting new customers.

> Tailored to your target audience





## IT'S TIME TO GET UNSTUCK...

If your business isn't growing, it's your job to find out what's holding you back. The five strategies here can get you back on track – and get a stream of new customers headed your way.

**WANT TO DRAMATICALLY INCREASE YOUR  
SALES IN THE NEXT 30 DAYS?**

**[CLICK HERE FOR A FREE CONSULTATION.](#)**



# 10 MARKETING TOOLS *YOU AREN'T USING* ..... BUT SHOULD BE!



A marketer is only as good as the tools they use.

That's easy to say, but it glosses over one of the real challenges that small business owners must face. With so many marketing tools to choose from, how do you know which ones are worthwhile?

It's a good question – and I'm here to help.

Here are 10 marketing tools that you aren't using yet, but should be.



# #1.

# <> Meltwater

## <> Meltwater

### We Help Companies Make More Informed Decisions

Over 30,000 companies use Meltwater to stay on top of billions of conversations

**Meltwater** is a tool that lets you accomplish several marketing goals at once. With it, you can:

- > Monitor your brand in real time, including tracking brand mentions
- > Identify your best-performance keywords
- > Find the latest trends that apply to your business
- > Analyze your marketing campaigns

> Create drafts of your publications days, weeks, or months in advance

Best of all, it collects all your results in one place so you can easily compare and evaluate your data and adjust your marketing campaigns accordingly. Pricing is based on your needs, and you can fill out their [form](#) to get more information.

# #2.

# Google Alerts

## Alerts

Monitor the web for interesting new content

🔍 "my brand"

Alerts will:

Monitor:

Language:

Region:

How many:

Delivery to:

Update alert

More settings

As soon as they:

or Automatically:

Blog

News

Web

Video

Books

Discussion

Finance

## Alert preview

Alerts

Wynn Resorts: Creating a Fresh Shopping Experience in a Landmark Building

Architectural Record

Wynn Resorts is creating a fresh shopping experience in a landmark building. My wife and I went to see the design by architect, and what it represents the perfectly with the brand's vision. My wife and I went to see the design by architect, and what it represents the perfectly with the brand's vision. My wife and I went to see the design by architect, and what it represents the perfectly with the brand's vision.

**Google Alerts** is a tool that Google created to help businesses keep track of the latest information that's relevant to your brand. You can log in to Google Alerts using your Google ID or Gmail address. Then, you can set up alerts as you choose.

Here are some of the things you can do with Google Alerts:

- > Track mentions of your brand
- > Track activity related to your top keywords
- > Track what your competitors are doing online

This is a free tool, and a good marketing option for beginners who want to wrap their heads around the web activity that's most relevant to their companies.

# #3.



## Simply Measured

**Simply Measured** is a social analytics tool that's owned by Sprout Social. You can use it to dig into the activity on your social media accounts. For example, you can:

- > Discover what interests your audience
- > Learn which content is driving engagement and interest

- > Identify emerging trends with advanced social listening
- > Collect detailed analytics to help you fine-tune your marketing campaigns

Simply Measured is one of the most powerful social analytics tools available. You can learn more and sign up for a free trial [here](#).

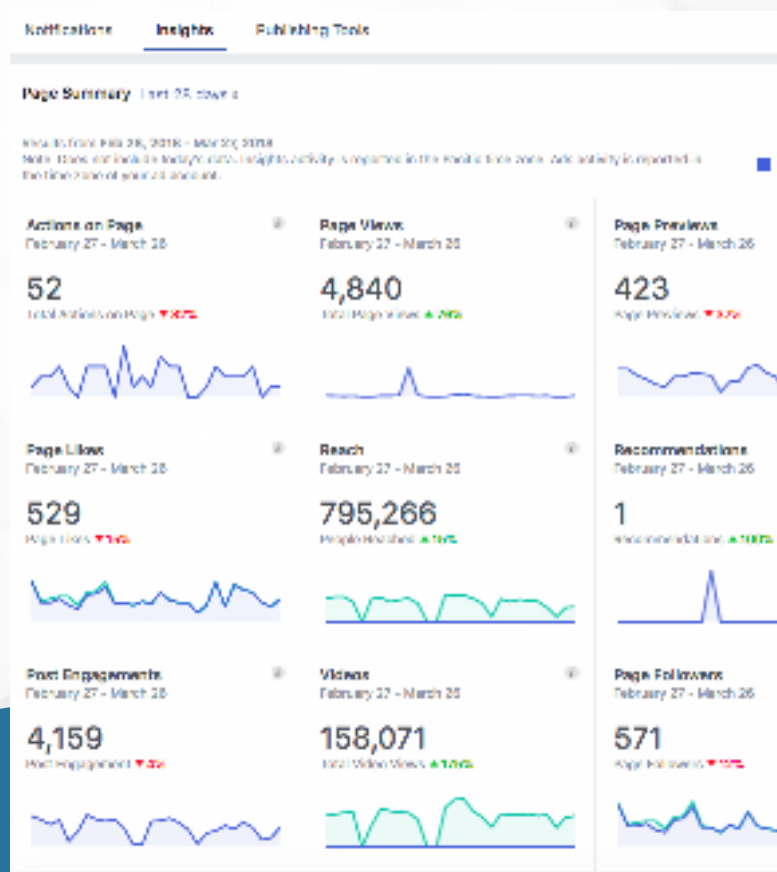
# #4.

## facebook INSIGHTS



**Facebook Insights** is a tool that Facebook provides to its business customers. It offers marketers an impressive collection of analytics and statistics that can help you fine-tune your Facebook ads. Some of the information you'll get includes:

- > Gender, age, and geographical breakdowns of your audience
- > Information about how people are finding your page
- > Data about the people who click through to your website
- > Breakdowns of your ad spending, including each ad's reach and engagement
- > Information about which posts perform the best



It's a deep well of information you can use to refine your Facebook ads – and you can apply the insights to your advertising on other platforms, too.

**Facebook Insights is a free tool. You can access it by clicking the Insights tab on your business page.**

# #5.



**Promorepublic** is a social media scheduling tool that allows you to schedule your posts easily across multiple platforms. They also provide some cool content creation tools, including:

- More than 6,000 handcrafted templates
- More than 100,000 images

Their services are broken down into self-service and full-service, and from there you can add options that include social monitoring and intelligent ads. There's a free trial available for the self-service model. You can get more information [here](#).

# #6.



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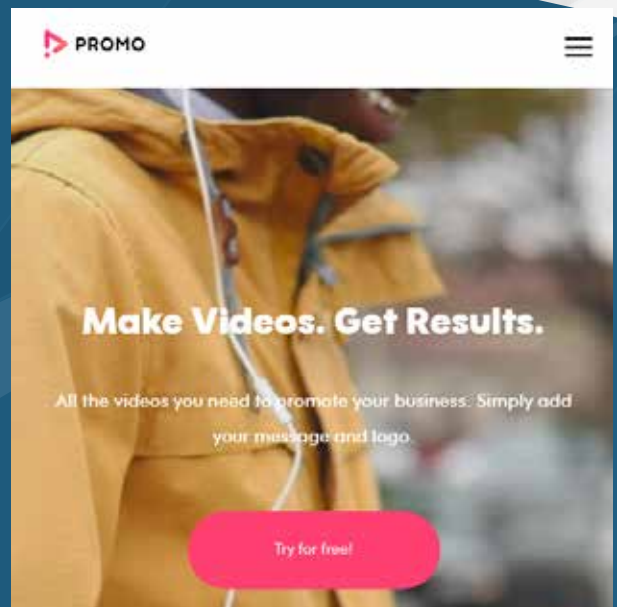
# #7.



**Promo** is a video creation tool that even people with no video production experience can use to create professional-looking videos to post on their websites or social media. Users get access to:

- > A library of tested video templates to use
- > Access to thousands of images
- > Tools to help you create videos perfect for Facebook, Instagram, and more
- > Top-notch customer service

You can get a free trial, and after that they have three plan tiers to choose from. Find more information [here](#).





#8.

Canva

**Canva** is one of my favorite content creation tools. They offer an impressive collection of things to help you create memorable social media posts, including:

- > A library of professional templates for everything from Facebook posts to newsletters
- > Easy drag-and-drop design features

- > A huge collection of images and graphics
- > Photo editing tools

Canva is simple to use even for people with no design experience. Best of all, it's completely free. You can create an account by signing up with Facebook or Twitter. Learn more [here](#).

#9.



SpyFu

**SpyFu** is an espionage tool for marketing. Using it, you can track your competitors marketing activity, including:

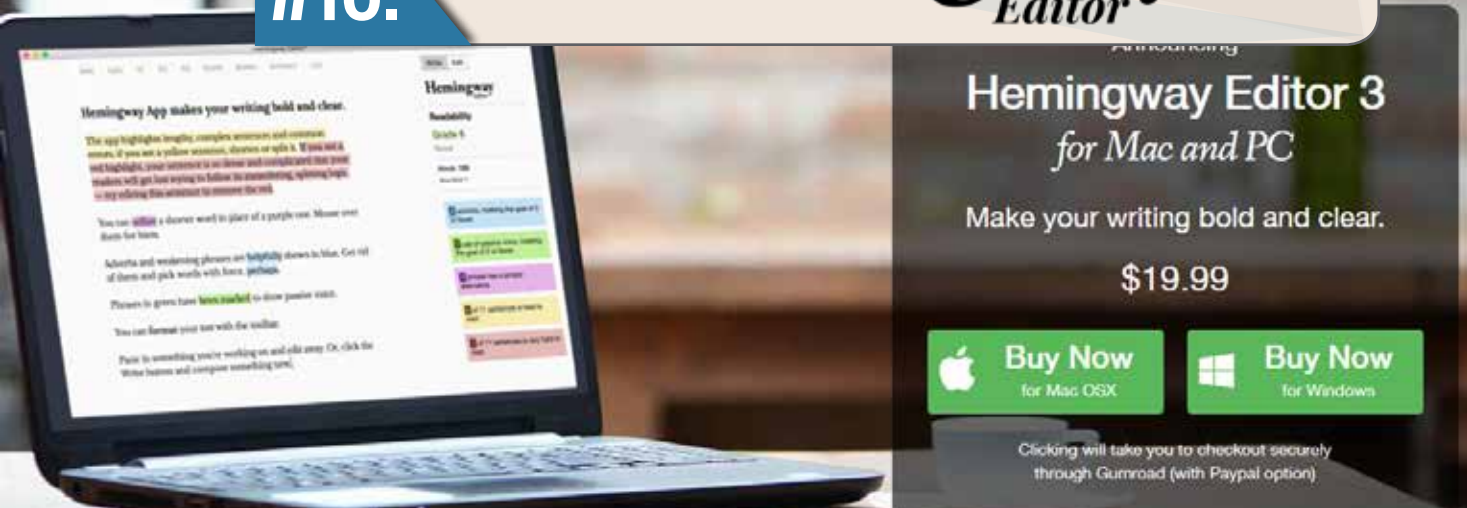
- > Every keyword they buy on AdWords
- > Every ad variation they've tried
- > Every rank change

Using it, you'll get a huge amount of information that you can use to piggyback on your competitors' ideas and – just as importantly – find holes in their marketing strategies. They offer three plans and all of them come with a 30-day, money-back guarantee. Learn more [here](#).



# #10.

# Hemingway Editor



**Hemingway App** is an editing tool that can help you improve the quality of your written social media posts and ads. When you plug text into the app, it will highlight it to show ways of improving it. For example, it targets:


> Overly long or complex sentences

- > Long words
- > Adverbs and weak phrases
- > Passive voice

You can format your text right from the toolbar. It's a free desktop app and you can see examples of how it works and download it [here](#).

## HONORABLE MENTIONS

There are two more tools that just missed making the top 10 – but I'm feeling generous, so here they are:

1.  **Answer the Public** – a keyword research and data visualization tool that you can use to generate content ideas

2. **IFTTT** **IFTTT** – a free tool that makes it simple to sync your marketing across multiple devices

**BOTH ARE EXCELLENT AND WORTH CHECKING OUT.**

## YOUR TOOLS ARE WAITING...

The tools I've mentioned here are my very favorite marketing assistants. You may not use all of them, but I encourage you to check them out and add a few to your toolbox.

# Is **Wi-Fi** Marketing **RIGHT FOR YOUR BUSINESS?**

You're happy when you go into a business and they offer free wi-fi. Don't you want your customers to feel that way too?

Let's face it. Nobody likes having to eat into their monthly data allowance to look something up on the fly. When you're home, your phone's connected

to your wi-fi. And, when you go into a business that makes their wi-fi available to customers, you're grateful.

Guess what that means?

The free wi-fi you offer your customers is also – drum roll, please – a terrific marketing

opportunity. Handle it right, and you can use that connection to build your list, gather information about your customers, and even improve your customer service. Here's how.







## What is Wi-Fi Marketing?

Wi-fi marketing is simply marketing that's targeted to a customer's mobile device. When you make your wi-fi available to customers, you can begin collecting information about them even before they get access.

Once you have their information and they're online with you, you can target them with ads, including both general ads and offers tailored

specifically to their behavior when they're in your store.

As you might expect, wi-fi marketing is best suited to businesses with a physical location. If you own a restaurant, bar, club, or retail store – or any other business where customers come to see you regularly

**YOU CAN BENEFIT FROM USING WI-FI MARKETING.**





# USING WI-FI MARKETING TO BUILD YOUR LIST

Do you have an email list? Granting customers access to your wi-fi is a great way to build your list.

You could open up your wi-fi without gathering information about your customers, but why would you? Most people will be willing to give up their email address to get some free wi-fi. You can tether your wi-fi log-

in to a simple opt-in box that asks for the customers email address and first name.

Once you've got their email addresses, you can use them to send promotions and relevant content that will help turn them from one-time visitors into loyal customers.

Another option, if you're using

SMS marketing (or want to) is to ask customers for their mobile number instead of (or in addition to) their email address. A word of caution, though – I've told you before that adding one extra field to a form can decrease your conversion rate. My advice is to pick either an email address or a mobile number and go from there.

## WI-FI MARKETING IDEAS TO TRY

Building your list is only the start of what you can do with wi-fi marketing. **Here are some other ideas that you may want to consider.**

### **COLLECT CUSTOMER ANALYTICS**

Having access to your customers' mobile devices means that you can collect a huge amount of data about them without any fuss. Wi-fi marketing allows you to collect:

- Demographic information
- Purchasing behavior
- Physical behavior (the frequency of their visits)

You can use the information you collect to tailor specific offers to your customers and send them notifications of upcoming sales and events.

### **SOCIAL WI-FI MARKETING**

Another option is to allow customers to log in to your wi-fi using their social accounts. You've seen this on lots of sites, I bet. Many customers will choose the convenience of logging in with an existing account over creating a new one.

You might wonder about this one. After all, it doesn't allow you to collect email addresses or mobile numbers. Is it really worthwhile?

I'd say it depends. If your social media game is strong – and it should be! – then you can use your wi-fi login as a way of encouraging people

to follow your social media accounts.

When people follow you on Facebook and Twitter, you get access to both demographic information and their personal interests. That data can help you do a better job of targeting them with marketing and offers.

## **INFORM CUSTOMERS**

Wi-fi marketing offers you the ability to provide relevant and useful information about your business and products directly to your customers.

A lot of products have a learning curve. Whether you're introducing a new product or offering up ideas of ways to use an existing one, your wi-fi marketing can help you prime your customers to buy from you.

It's also a way of engaging with your customers on an ongoing basis. People like to feel connected to the brands they use. You can do that in a way that doesn't seem pushy by giving people access to your wi-fi connection.



Think of it as wireless lead nurturing. Every person who walks into your business could turn into a long-term customer. Wi-fi marketing can help you move them down that road.

## **PROVIDE CUSTOMER SERVICE**

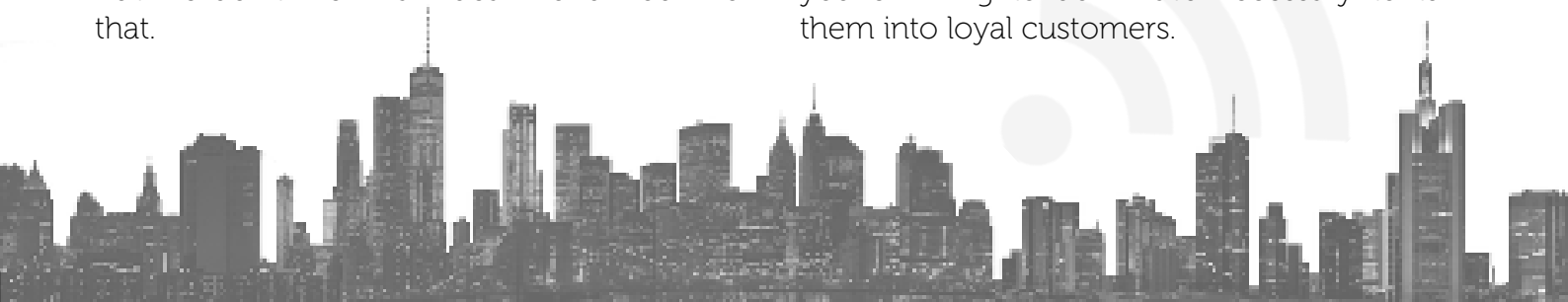
In an ideal world, every customer would be thrilled with you and they'd buy from you for the rest of their lives.

But we don't live in an ideal world. You know that.

Wireless marketing can allow you to follow up with customers after they leave your business and gather information about their experience.

For example, you could send them a survey to complete. Or, you could simply touch base with a quick email or text.

Either way, you're letting them know that you care about them and their experience – and that you're willing to do what's necessary to turn them into loyal customers.







## **REWARD CUSTOMERS**

When people visit your business regularly, it's a good idea to reward them. With wi-fi marketing, rewarding them is easy.

Because you can track who accesses your wi-fi, you'll be aware of when a customer visits you more than once, buys something, or makes multiple purchases.

You can use that information to target them with a thank you email or text that includes a coupon for their next visit or an exclusive offer based on their buying behavior.

This kind of direct marketing is hugely effective because it makes each customer feel valued. It's a great way to turn a one-time buyer into a loyal customer.

## **WI-FI ISN'T JUST FOR YOU...**

You can use it to connect with customers, gather valuable data about them, and give them incentives to buy from you again... and again.



# NEW MARKETING OPPORTUNITIES ON Instagram

## What's Instagram to you?

If your response is something like "a platform to share self-ies" or "something my kids use," then guess what? You're missing some exciting marketing opportunities for your business.

The truth is that more small businesses using Instagram for

marketing than ever before. And the best part? It's easier to get started than you'd think. All you need is a mobile phone and a strategy – and we can help with the strategy part.

You may not know that Instagram has some very cool features that local businesses can



use to connect with their existing customers and attract new ones. Here's what you need to know.





## INSTAGRAM HAS MILLIONS OF USERS

### INSTAGRAM ISN'T AS BIG AS FACEBOOK – BUT SO WHAT?

Instagram isn't as big as Facebook – but so what? As of 2018, there were more than [77 million](#) active Instagram users in the United States, and [one billion](#) users worldwide.

That's a lot of potential customers.

And while you might be tempted to dismiss Instagram as being too young for your target

audience, you should know that [35% of all adults in the United States](#) have an Instagram account. Do you really want to ignore more than a third of all adults?

Of course, there are some businesses that are better suited to Instagram marketing than others. Service providers may not find the same value in Instagram as businesses that sell photographable products. But, if you have a product that people may want to buy online, then it's worth it to give Instagram marketing a try.





## SHOPPABLE POSTS

In the past, the only way to sell products on Instagram was to include a link in your bio. Understandably, online retailers weren't thrilled with that option. It required the user to click on a profile pic to be redirected to the bio, and then click again to be redirected to a sales page. Not ideal.

Now, that's all changed. Instagram has recently added a Shoppable Posts option that allows small business to link directly to a sales page from a post. In other words, if you take a picture of one of your products, you can post it to Instagram and include a direct link to the product on your website.

Big change, right?

Here's what you need to know to get going with Shoppable Posts.

First, as of the time I'm writing this, Shoppable Posts are only applicable to organic posts. That means you can't promote a Shoppable Post. To get more traffic on your posts, you'll need to make judicious use of hashtags to make sure that potential customers can find your content.

You'll need to take some important steps before you can take advantage of Shoppable Posts. Here they are:

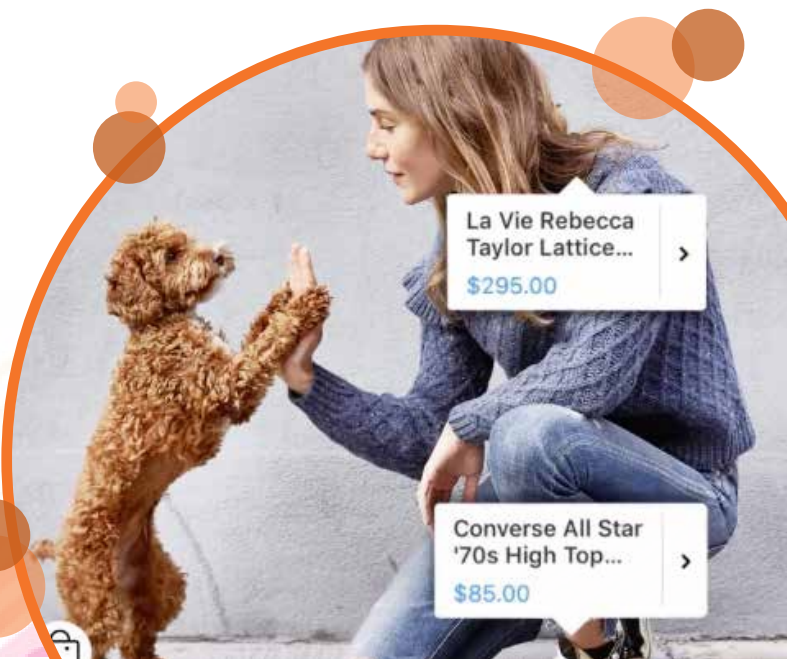
1. First, create an [Instagram business profile](#) if you haven't already done so.
2. Read both [Instagram's merchant agreement](#) and their [commerce policy](#) to make sure that you understand them. You'll need to stay in compliance at all times.
3. Create a Facebook product catalog using one of the following:
  - a. Your Facebook business page
  - b. Your Facebook business manager account
  - c. Your Shopify account
  - d. Your BigCommerce account

If your product has country or age restrictions, you won't be able to sell on Instagram. Of course,

that might change in the future, but as of today it's not possible.

Once you've taken these steps, Instagram will review your account and if you meet them, you'll be given access to Instagram Shopping features. You can expect the review to take several days, but in some cases it can take longer if your account requires additional review.

When you're approved, you'll receive a notification. At that time, you'll be able to activate product tagging in your account settings.





## TIPS FOR USING SHOPPABLE POSTS

One of my favorite things about Shoppable Posts is that you can tag multiple products on each post. Here's how it works.

On an individual photograph, you can tag up to five products. To do it, simply click on the product you want to tag. You'll get a search box where you'll need to enter the name of the product you want to tag. (The menu is linked to your Facebook product catalog.)

Once you've tagged all of your products, your post will be updated. People who view your photograph will see a link with the name of the

product. When they click on it, they'll be taken to your sales page where they can buy the product directly from you.

Even better, you can tag up to 20 products in a carousel. If you've got a new line of products that you want to feature, you can tag a bunch of them in one carousel.

One of the most important things you'll need to do when you create a Shoppable Post is to choose the right hashtags. You can add up to 30 to each post. Make sure to include:

- Your brand name**
- The name of the product**
- The category of the product**

- Key uses of the product**
- Key benefits of the product**

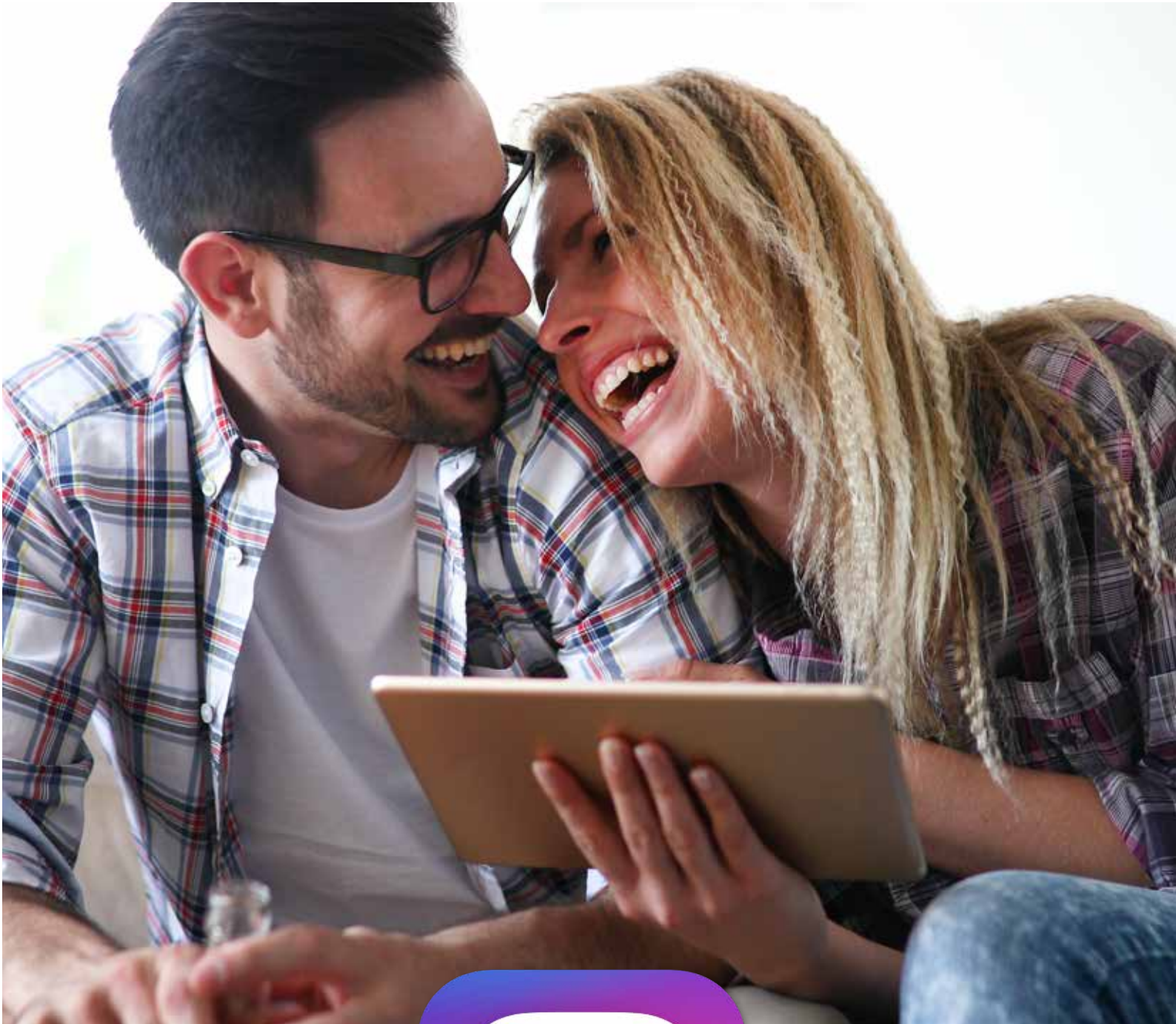
It may require some trial and error to get it right. Adding new hashtags may help if your post isn't getting the amount of traffic you expect.

The final thing you need to know is that once you have posted nine Shoppable Posts, you'll get a shopping icon that will show up on your bio. Your products will also be added to the In-

stagram Store, where users who are interested in shopping can view your products along with others that are available on Instagram.

As you can see, Shoppable Posts are easy to create once you go through the initial sign-up process. They're a simple way to attract new customers.





## WHAT ARE YOU WAITING FOR?

Head over to Instagram, create your business account, and get started on the verification process. Your products will be seen by a whole new audience – and you'll be able to attract new customers, increase your sales and – most importantly – add to your profits!





**WE OFFER REMARKABLE  
MARKETING SOLUTIONS  
FOR BUSINESS OWNERS JUST LIKE YOU.**

**CALL US TODAY FOR A NO OBLIGATION  
ASSESSMENT OR CHECK US OUT ONLINE.**

We'll show you what you're doing right, what you're doing wrong,  
and how to boost your rankings almost instantly.

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