

The 6 Online Marketing Strategies Every Business Owner Needs



Mr. Nicholas Ricci

The Most Important Online Marketing Strategies Every Business Needs

Marketing / All Online Marketing

- Professional Online Local Business Listing
- Video Advertising
- Updated Website & SEO
- Digital Ad's
- Social Media Marketing
- Coupon & Deals Offerings



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April 27, 2018

Opinions expressed by *My-Poconos.Com*.

The 6 Online Marketing Strategies Every Entrepreneur Needs

The internet has radically transformed how we build and promote businesses: We have access to far more resources and far more potential than ever before. So, why do so many companies and businesses end up neglecting these fruitful opportunities by forgoing marketing, or delaying it as an unnecessary expenditure?

Related: [See all services that we offer to help boost your business!](#)

The way we see it, there are a handful of online marketing strategies you need-- as in, your business, especially a fairly new business, won't be able to thrive without them.

Criteria for “need”

What do I mean, you “need” these strategies? After all, isn't marketing optional? Isn't it possible to build a business even without an online presence? Technically, yes, but in today's world the real answer is NO!

All the strategies above that I qualify as “necessary” exhibit the following traits:

- **Expected.** Potential clients and/or customers expect you to have these things in place, and if you don't have them, they may think less of your company.
- **Accessible.** None of these strategies are particularly hard or complicated being that we would actually do the work for you. All of these strategies are accessible to you from us.
- **Affordable.** You won't have to spend an enormous amount of money on any of these strategies because we have made them as reasonable as possible. We have done our best to make them easy to pick up even for tight-budgets.
- **Valuable.** These strategies all offer high potential returns, meaning that the cost for you, if you neglect to use them, will be significant.
- **Time-sensitive.** The more services and strategies which we provide to businesses that you invest in, the more powerful they become. The sooner you get involved, the bigger the payoff you can potentially get.

It's the combination of using our services, developing strategies, and putting each factor into action. This is all of work for businesses to implement each one, especially they they do not have any experience in doing so. This is what we are here for. These are the strategies we deem “necessary for every business”:

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1. Professional Online Local Business Listing.

While many of your potential clients or customers may search Google to find information on your local Poconos business or services, inevitably a large portion of these searchers find their way to your Premium Business Listing in our My-Poconos.Com local business directory. Our Poconos directory not only has a substantial brand & marketing budget to drive traffic to our site, but we also do well in organic search rankings for important search terms. So even if you can't get your site ranked high for a specific search term, you can appear on our local directory site that ranks for that term. By the way, when you sign up for a Premium Business Listing with us we do all the SEO on the page to get it ranked on Google as well so in several cases your Premium Business Listing page will come up before your own page.

Perhaps even more important is that links to your site and mentions of your business on our My-Poconos.Com Website can help your site rank well in both the organic search listings as well as in the Google Places results. With this in mind, we thought it would be helpful to provide you with the knowledge of what our Premium Business Listings can do for you as well as the remaining services we provide below.

SAMPLE PREMIUM BUSINESS LISTING

The screenshot shows a web browser displaying the My-Poconos.Com website for Billy's Pocono Diner. The browser's address bar shows the URL: https://www.my-poconos.com/billys-pocono-diner. The website header includes the My-Poconos.Com logo, social media icons for Facebook, Instagram, and Twitter, and a search bar labeled "Search All Listings". Below the header is a navigation menu with links for Home, About Us, Poconos Magazine, Help Wanted, Add Your Business, All Marketing Services, Samples Of Our Work, Join Us, and Contact. A prominent banner features the text "List Your Business For Free! At My-Poconos.Com" with a "Click Here!" button, alongside a "Sign up!" button and a "Hot Deal Savings Coupons" graphic. The main content area has a "Welcome" heading and a video player showing fresh vegetables with the text "We Use Fresh Vegetables In All Of Our Dishes!". A "Schedule Free Intro Call" button is visible at the bottom right of the content area. The Windows taskbar at the bottom shows the time as 11:47 AM on 4/28/2018.

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2. Video Advertising.

Video Boosts Conversions and Sales First things first. Videos can make you some serious money. Adding a catchy product or service video on your Premium Business Listing on the My-Poconos.Com site can drastically increase interest in your establishment.

Our team offers many different types of eye catching videos geared to spark an interest in your business by those who view them. Video often leads directly to sales. Studies show that 74% of users who viewed a clever explainer-video about a product or service eventually came around to buying it. This is why we offer our video service to our clients. We want them to grow their business!

[View Our Sample Videos Here!](#) If you give it some thought, the effectiveness of using creative videos to showcase your establishment is not really surprising at all. What we see gets buried in our brains much faster than what we hear so video works! Pictures already tweak a persons interest in your business, videos increase there interest massively in comparison to still images.

Related: [View Our YouTube Video Channel Here!](#)



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3. Updated Website & Search engine optimization (SEO).

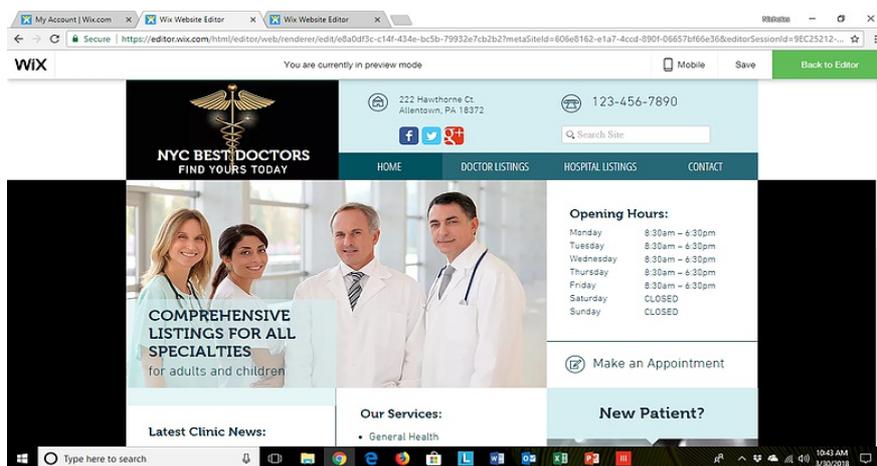
Business Website Design One of the largest hurdles for any small business, or any business for that matter, is to grow their customer base. With the ever rising cost of print and internet marketing efforts the one option left for business owners is to have a great website for their company and create a presence online.

Having us create or upgrade your existing older website is your first major step in reaching this necessary goal. My-Poconos.Com provides a range of website creation services tailored to each business. Our website creation and design services are customized for each client we serve as well as giving our clients a real value at affordable rates.

Whether you already operate a business or are just starting one out we can design and create a professional website for you your business at a very reasonable cost. Attractive designs and layouts. A professionally built website can convert visitors to your site into customers instead of just web surfers by portraying a professional impression to those searching for their specific services.

In time this helps your business develop and grow. Our websites are created with third party software of which we are experts in using. The beauty of using this software is that once your website is completed we can simply turn the account we create for you over to you. You can then manage it on your own, make changes as you see fit or pay us an hourly fee to this for you as well.

There are also many great third party applications that can be added to your website for additional monthly or yearly fees. We can discuss this with you over the phone. There are endless options which cater to businesses.



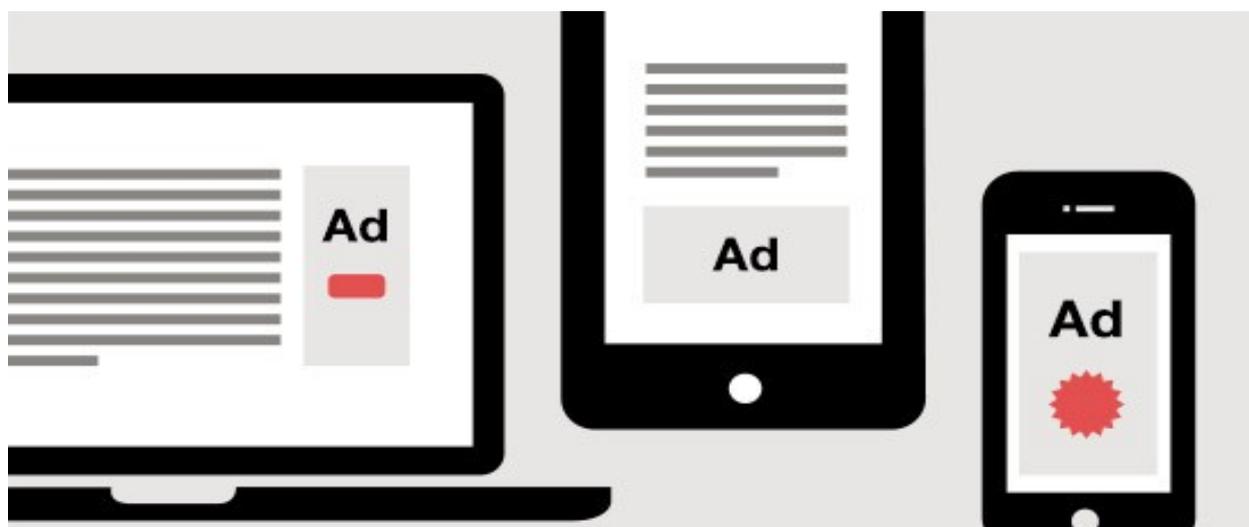
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4. Digital Ad's.

What Is Our Business Ad Creation & Exposure Service All About? Digital Ad Creation for your establishment. We design and create a Digital Ad for you based on the information you give us. Once created we send it to you for approval. Once approved we will post your ad on Five of the relevant pages on our website and send out an email blast to all of our site members which includes your Ad along with some attention grabbing text in our email suggesting that they check out your business. We then Post your newly created ad on Our Facebook, Twitter, and Instagram Social Pages. We will also post it to any Facebook Groups which we may be a member of at the time of your coupon creation.

If you compare our costs with running an Ad in Google Ad Words you will see that we are a much more cost effective option. On Google you pay per click per search term. These clicks can range from 50 cents to \$2.00, \$3.00 and \$4.00 dollars easily. It adds up to allot of money per month. We are not knocking Google. Google is one of the greatest companies in the world. We are only saying that their Ad program is costly and in our opinion over time you will reach more of the right audience by advertising in our directory than on Google.

If you are a Poconos Business, by putting an ad in our Local Poconos Business Directory you will not only save money but reach a more targeted audience. An audience who is has a much better chance of actually visiting your establishment because they live and work in the community. With us you pay a one time very reasonable fee and get exposure for your business in a much more beneficial arena. A one time fee whether your ad gets clicked on 10 times or 1000 times. [View Sample Digital Ad's That We Can Create For Your Business!](#)



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5. Social media marketing.

What Is Social Media Marketing? Social media marketing is the process of gaining more exposure, page views, buzz, or attention through social media sites such as Facebook, Twitter, Instagram, Youtube, and LinkedIn which are the most beneficial.

Social media is basically an all encompassing term for sites that provide very different types of social actions. For example, Twitter is a social site that allows it users to share simple short messages about any topic or “updates” with others.

Facebook, in contrast is an all inclusive social networking site that allows for sharing updates of all types of goings on, photos, events and several other types of activities. Instagram allows you to post pictures and comments on those pictures and also share them to Facebook.

Youtube lets its members create or upload videos to their own personal channel. This is a great way to promote your establishment.

LinkedIn gives insight to the business owner his or herself with a very detailed professional profile about the owner, background, education, former positions they have held, etc.

[View Sample Social Media Page Headers](#)



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6. Coupons & Deals Offerings.

Email marketing has astounding potential for ROI because it costs almost nothing to execute. Start collecting subscribers from your existing customer base, your social media followers and other new opportunities; from there, even a simple content newsletter can help you encourage repeat traffic to your site, facilitate more engagement with your brand and keep your brand top-of-mind with your audience.

As you may have noticed from these descriptions, there's one other key advantage these strategies offer: They all work together. While they can be pursued individually, each connects with and feeds into the others in some way. If you pursue them all, complementing your efforts across these multiple areas, you'll see an even higher potential return. [View Sample Coupons We Can Create For Your Business!](#)



My-Poconos.Com is where your business gets connected with existing and new potential customers. We are your canvas to the entire Pocono & local surrounding areas where you can express all your business details and reasons why someone should choose you over your competitor.

We focus solely on providing businesses with the experience and expertise, they need to take advantage of the power of effective online marketing to attract new customers and/or clients, build their companies brand, increase online visibility and exposure, and help develop new money making relationships.

We are different from other national online marketing agencies because we cater to the Poconos and only the Poconos. We understand that there is simply not a one size fits all approach to helping businesses get more business. We actually listen to and care about our clients needs and goals.

The My-Poconos.Com Services can and will help any Pocono business reach more locals as well as visitors to the area. When you use our services we always design, develop, and represent your business and brand as if it were our own. Your success in growing your business is our success as well!

Contact Us through our contact form on our website at www.my-poconos.com or simply email us at contact@my-poconos.com so we can discuss how we can help your business. You can also reach us by phone at 570 851-4254. We hope to hear from you soon! Thank You.