

eMarketing 07 - Local Internet Marketing

1. Real World Success Stories
2. Local Internet Marketing 101
3. Email Marketing Is the King
4. Local Searches for Precision
5. Website for Locals
6. Offline Marketing Works

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Question

Q1: Is it true that the web is really for global marketing, not for local marketing?



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Part 1: Showcases

- The real-world examples of how businesses use local internet marketing to expand their reach and grow their business locally.

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Local Marketing Case Study - 1

- Home Security Company Gets a Leg Up on Competitors with Web Marketing
 - Business: Robert Campbell [Home Security Metal Products](#) in Ottawa, Ontario, Canada
 - Campbell is finding good success getting customers through his website. "I market in a very competitive niche," says Campbell, "and this gives me a leg up on many of my competitors who don't use the Internet or who use it only to post advertisements for their services."
 - Campbell has spent lots of time ensuring that the site is listed in all the regional and national search engines. He also imprints the URL on his shirt, business cards, and fliers that he distributes occasionally.
 - It seems to be working. "At the moment," Campbell says, "I get fully 60% of my business from the website and the other 40% comes from referrals from existing clients."

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Local Marketing Case Study - 2

- Collecting E-Mails for Drawing with a Laptop on the Countertop
 - Business: Bruce Parks, [Tarts & Truffles](#), Carmichael, California
 - Parks has been using local postal mail and e-mail for a while: "My major problem is that I don't have a large enough local database to really fuel the rocket. I'm preparing a local mailer for [TartsandTruffles.com](#) and [boxlunchesatwork.com](#). What I'm doing definitely works. I need to increase my local e-base. To collect e-mail addresses I'm putting a laptop on the counter at Tarts & Truffles where customers can enter a drawing. We have been using a card scanner and card drop so far. My response is really good. Then, rather than e-mailing a coupon, I sent a actual gift certificate for \$5.00 to the ones that win the drawing."

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Local Marketing Case Study - 3

- Cruise Customers Opt-in for E-Mail Specials
 - Barbara Bovio, [The Cruise Emporium](#), Port Richey, Florida
 - Direct Mail - We did a direct mail newsletter to all of our past passengers asking them to visit our web site and register to receive our e-mail specials.
 - Newspaper - We place an ad every Saturday in our local Free paper. We also have our e-mail address and our web address on the ad.
 - Collect E-mail Addresses - We do a crawler-type ad on local cable TV which appears during our local weather forecast. We have our website and e-mail address as well as our phone number. The crawler moves slowly enough and appears often enough that we get a lot of calls and e-mail, as well as website visits from this. It is our most effective marketing tool right now to bring us new clients and their e-mail addresses.
 - Local E-mail - We had a drawing for a free 3-night cruise to the Bahamas to get people into our office when we first moved to our present location. People could come in and register or they could register on our website. They have to provide e-mail addresses to be registered. This was very effective. Most people who have an e-mail address are very interested in communicating this way.
 - Website - Everything that I do carries our website address as well as our e-mail address -- a letter, my return labels, my business cards, and all of our advertising. I even send my business card with this information when I pay my bills!

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Local Marketing Case Study - 4

- **Web Design Firm Combines Postal, Newspaper, and E-Mail**
 - Biz Weaver, a web design firm in Melbourne, Australia
 - He uses a variety of local media to bring in new customers. "We get addresses for postal mailings from local newspapers, white pages, yellow pages, and many online directories," says Biz Weaver's Athula Bogoda. "We get a response rate of over 5%." They also use newspaper ads that include the firm's URL, and promote the company in local networking groups and meetings.
 - "We've used local e-mail to offer 25% off or 50% some kind of service, or 'free web hosting for one year' to attract first-timers, and that's worked well, too," says Bogoda.
 - Overall, Biz Weaver's approach seems to be working effectively, since **80% of their web design work comes from the local area.**

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Question

- Does local marketing work?

Still not convinced? Let's see more ...

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Local Marketing Case Study - 5

- **Post Card Mailing** Nets Customers and Contacts
 - Business - Michael Nigro, International Right of Way Association, Jefferson City, Missouri
 - "I just did a campaign for a local tech company giving away a computers tip book in PDF format. They sent a post card mailing 21¢ cents per card, minimal to print the post card -- 30¢ per card all total, including postage. I sent 1,000 to homes, got back 12% not delivered. The response worked."
 1. The company got revenue from the diagnostics service they were trying to sell.
 2. They picked up 5 major repair customers
 3. From the PDF giveaway, we got 376 names and email addresses that we didn't have before.

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Local Marketing Case Study - 6

- **Computer Coach Uses Mail and E-Mail Follow-up to Trade Shows**
 - Business - Beth Lewis, Computer Coach Inc., Boca Raton, Florida
 - We use a three-part campaign. (1) We have a booth at a local trade show, (2) send a post card follow-up, and then (3) send an e-mail invitation to a free seminar held at our location.

We collect e-mail addresses at trade shows and networking events, such as the Chamber of Commerce. It works fairly well. Our list got so big (over 2,000) that we now outsource the maintenance of it to a local e-mail marketing firm. We try to send "It was a pleasure to meet you" e-mails to people we meet at local networking events within a day or two of meeting them.

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Local Marketing Case Study - 7

- **Grocery Store Sends Coupons via E-mail**
 - Cheryl K. Miller, Acworth, Georgia
 - Customers are set free from the hassle of the constant clipping, filing, and remembering coupons for their grocery trips with a new program offered in my local Kroger Store. This program, sent via e-mail, offers to sign me up to receive "virtual" coupons that work in conjunction with my current Kroger Plus Savings Card.

Why Albertson, Ralph's and Vons are not doing the E-mail Coupon?!

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Local Marketing Case Study - 8

- **Local Café Can Grow its Business via eClub**
 - Wayne Huang, 360 eSolutions
 - Wayne has the following plan for a Santa Ana Local Café to draw more local customers to its eatery:
 - Build eClub by collecting email addresses from walk-in customers:
 - On the counter next to the cash register place an 11" x 17" poster in a plastic sign holder that invited anyone to join their eClub. Next to the sign is a pile of small sign-up flier (5.5" x 4.25") for name and email, and a fishbowl for business cards.
 - Pitches: (1) Drawings for free lunches (2) Receive discount coupons
 - Have the website URL printed on everywhere – coupon mailers, menu, windows, napkins.
 - Enable Email Marketing on the website – Join eClub for free lunch and discount coupon and nutrition info.
 - Pay (\$0.50 or \$1) waiters/waitresses to collect customers' email addresses.

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Lessons to Learn

- Local Internet Marketing Works.
- Email – Email - Email

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Part 2: Starts with the Basics

- What is Local Internet Marketing?
 - Grow your local business by promoting your products and services to a geo-target clients via Internet.
 - Local online market will be \$50 billions market by 2006.
- Successful local businesses must fundamentally engage in pro-active local marketing.
- Local businesses should concentrate marketing efforts towards local customers.
- The focus of local marketing is to nurture relationship with customers and build a list of prospects.

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Why Local Internet Marketing

- Fits all all types and sizes of businesses
 - No limitation on businesses
- Uncrowded (for now)
 - Very few actively doing Internet Marketing, let alone Local Internet Marketing.
- Cost Effective
 - Much cheaper than direct mail etc.
- Highly Targeted
 - Precise geographical match
- Ready to Buy
 - Local internet clients are usually in need of your solutions NOW.
- It is simply a better way to market your business
 - It works!

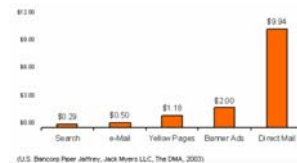
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Cost Comparison of Local Ads

- Local searches and email marketing are the most cost effective ways.
- Here is the chart of average cost per lead:



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The Facts ...

- Are People Searching the Internet for Local Products & Services?
 - "Local commercial searches - those seeking merchants 'near my home or work' - represent 25.1% of all searches being performed by online buyers." (The Kelsey Group and BizRate.com)
- Do Internet Searchers Buy from Local Businesses?
 - "86% of Internet yellow page users made a purchase or intended to make a purchase after consulting the Internet yellow pages." (Yellow Pages Integrated Media Association)
- Are Online Coupons Effective?
 - "The redemption rate for ecoupons varies from 10-24% compared to 1.8% for traditional printed coupons." (Entrepreneur Magazine)

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Local Marketing Functions

- There are four basic elements making up the Local Internet Marketing
 1. Email Marketing
 2. Local Search
 3. Local Websites
 4. Offline Media

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Geotargeting Basics

- "Local advertising is still in its infancy, but we are at a critical inflection point, given consumers' increasing attraction to local content." – Claudine Singer, Jupiter Communication.
- What is Geotargeting – It is the ability to target consumers by geographical location, also known as localized online advertising. It allows websites to present ads only to consumers who live in certain geographical location.
- Why Geotargeting – it is a relatively new industry, but it's growing fast. It is quick and cheap.

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How Geotargeting Works?

- Geotargeting has great promise but it still has issue with accuracy in location.
- Common methods
 - IP Address – Use IP address to home in user's geographical location, typically the city – sometimes even their postal code.
 - Major player – <http://www.quova.com>
 - Local Your IP: <http://www.WhatIsMyIPAddress.com>
 - Problems: AOL users, all from Virginia (not true)
 - Zip Code – All zip codes match locations well, if the person is telling the truth.

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Geotargeting Solutions

- Geotargeting Solutions
 - 1. Localized Content
 - Online newspapers, television, radio, city guides, yellow pages and directories
 - 2. Banner Ads
 - Some banner ads with some sort of geotargeting selection – DoubleClick.com, ValueClick.com, C.J.com
 - 3. Registration Data
 - Capture zip code as part of the registration – aol.com, hotmail.com, yahoo.com, netzero.com
 - 4. Geographic Data Providers
 - Phone Directories and map services – mapquest.com, switchboard.com, weather.com

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Online Resources

- Local Online Media
 - Online local newspapers
 - Online local radio
 - Online local television
 - <http://www.mondotimes.com> - the source for local and major media such as newspapers, magazines, radio and TV
- Local Portals and Biz Guides
 - <http://www.cities.com>
 - <http://www.TimeOut.com>
 - <http://www.ChamberOfCommerce.com>
 - <http://www.WowWorks.com>
 - <http://www.CitySearch.com>
 - <http://www.MyCity.com>
 - <http://www.AreaGuides.net>
 - <http://www.OfficialCitySites.org>
 - <http://www.DigitalCity.com> (AOL)

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Online Resources -2

- Regional Directories and Search Engines
 - <http://www.Yahoo.com>
 - <http://directory.google.com/Top/Regional>
 - <http://www.dmoz.org/regional>
 - <http://www.TopDirectories.com/Regional>
 - <http://www.WowWorks.com>
 - <http://www.sldirectory.com/searchf/world.html>
- <http://local.google.com>
- <http://local.yahoo.com> (SmartView)

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Online Resources - 3

- Map Services and Phone Directories
 - Providers of geographic specific data
 - <http://www.infobel.com> (170 countries)
 - <http://www.smartpages.com> (Southwestern Bell)
 - <http://www.qwestdex.com> (14 states)
 - <http://www.MapQuest.com> (5 million visitors/month)
 - <http://www.SwitchBoard.com> (Ads \$4.95-34.95/month)
 - <http://www.SuperPages.com> (Verizon US)
 - <http://www.weather.com> (14 million visitors/month)
 - <http://www.AnyWho.com> (AT&T)
 - <http://www.YellowPages.com> (US and International)

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Online Resources - 4

- Classified Ads Online
 - <http://www.aol.com> (55 million visitors)
 - <http://classifieds.excite.com> (ads and auctions)
 - <http://www.e-classifieds.net/international/> (Languages)
 - <http://classifieds.yahoo.com> (Yahoo classifieds)
 - <http://www.infospace.com> (InfoSpace classifieds)
 - <http://www.snap.com> (NBCi/Snap classifieds)
 - <http://www.newspapersatoz.com> (US and Canada)
 - <http://infoseek.go.com> (Disney's Go Network classifieds)
 - <http://www.advertise123.com> (Newspaper Assoc. of Am.)

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Online Resources - 5

- Ad Networks – companies that sell advertising for websites such as search engines, magazines and newspapers.
 - 24/7 Media, AdDynamix PennyWeb, AdOrigin, Ads360, Adtegrity, Advertising.com, AmazingMedia, B2B On Target, B2Bworks, CJ.com, DirectLeads, DoubleClick, Euniverse, FastClick, FocusIn, GetRelevant, HerAgency.com, ICoverNetwork, MaxWorldWide, PncFN, Premium Network, Shozygen Sports Network, ValueClick.
- Internet Auctions – eBay – eBay – eBay
- Online Coupons
 - Keycode.com, Coupons.com, SalesMountain.com, CrossMediaServices.com, CoolSavings.com, EverSave.com, MyPoints.com, ValuPage.com, DirectCoupons.com, ValPak.com, Shop.org, HotCoupons.com

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Part 3: Email Marketing Locally

- Email is the king of local internet marketing. Building a solid email list should be the main objective of your local internet marketing strategies.

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Why Email Marketing

- Email is the first thing people do when they are on the Internet.
- There were 891 million email addresses worldwide in 2001 and the number is to increase to 1.2 billion in 2005, according to *Messaging Online*.
- 88% of consumers have bought something because of an email message, according to recent study by Double-Click Inc.

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Email Vs TV Ads

- Among all advertising channels, email is growing to be a strong contender to TV ads.



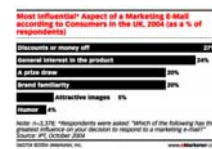
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What Responds Well with Email?

- Online discount or coupon is the No.1, that is exactly what local businesses are doing in traditional advertising, but rarely do so with Internet Marketing.



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Permission Based Marketing

- Opt-In Email List – The Way to Go
- SPAM – A Four-Letter Word
- Build your Own List
- Avoid Buy or Rent a List
- Do not Sell your List
- Co-Op Emailing Is Acceptable

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The Benefits of Email

- Fast delivery and quick response
- Cheap (almost free)
- Personal
- Trackable
- High response rate
- Target
- Ideal to build relationship

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Email Myths

- Myth #1: Email is a casual communication
- Myth #2: Email marketing is easy
- Myth #3: Email will replace traditional marketing
- Myth #4: My customers don't want to hear from me.
- Myth #5: Email is best used for sending sales messages.
- Myth #6: People won't respond to my emails.
- Any other myths?

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Writing Effective Email

- Personal
- Relevant
- WIIFM
- Brief
- Direct
- Edited
- Call For Action

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Ezine Ads

- Advertising in email newsletters is probably the quickest and most effective way of advertising on the Net. Ideally you would find ezines of your target market and place ads there.
- Resources to locate regional or local ezines:
 - <http://www.diysearch.com>
 - <http://www.ezine-dir.com/Regional>
- Mailing Lists
 - <http://www.groups.yahoo.com>
 - <http://www.topica.com>
 - <http://www.lsoft.com/catalist.html>

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Part 4: Local Searches

- Search engine optimization with geographic keywords
- Search engine PPCs with local searches
 - Global search terms with geo filters (search engines do the filtering based on your selected areas)
 - Local search terms (users specify the location)

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Overture Local Match

- You select words that apply to your business and write listings that accurately describe the products or services you offer.
- You choose a geographic range (0.5 to 100 miles radius around your location) that determines the area in which your ad will be seen.
- When customers interested in your area go to a search site, such as Yahoo!, and search for a product or service you sell, your listing appears
- When customers click on your listing, they see your Locator page with your address, store hours, a map, a link to your Web site and other customized information.
- Just like Overture's Precision Match™ listings, you only pay your bid amount when a customer clicks on your listing.



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Yahoo Local



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Part 5: Website for locals

- The Website is your cyber storefront, the gateway to your local store.
- Help your prospects find you on the web
- 63% of small businesses lack websites. 11.5 million of 23 million small- to mid-sized U.S. businesses don't have a site of their own. (Verizon Report)
- High business opportunity for web design and marketing firms tailoring for small and mid-size businesses.

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Keys to Build Local Website

- Relationship Oriented
- Helpful Resources for Locals
 - Recipes, tips, advices and target information
- Keep it Fresh
 - Give them a compelling reason for re-visits
- Email Signup
- Sense of Community
- Localize your Content
- Search Engine Friendly

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How to Build a Website

- In-House Developers
- Online Freelance Sources
 - Elance.com, Guru.com, FreeAgent.com, Ants.com
- Local Web Designers
- Barter
- Templates
- Do-It-Yourself with WYSIWYG tools

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Relationship-Oriented Site

- Ask for email addresses for follow-up
- Offer helpful resources
- Provide free information or services
- Compile a list of FAQs
- Get them engaged by polling or ask questions
- List community related news and announcements
- Update the site frequently
- Response any inquiry promptly
- Personalize the content

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Local Site Content Guide

- The goal of any online interaction is to get a prospect to opt-in to your mailing list.
 - Info about your business
 - Business name, address, phone, hours, map, email, privacy policy, company info, feedback form, resource list, testimonials, endorsements by community leaders, Better Business Bureau logo.
 - Be sure your metro area, city, state and other local identifiers are placed into meta tags etc.
 - Improve your link popularity by linking other relevant sites.
 - Identify the best keywords for your site.

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Part 6: Offline Media

- The goal of any offline media (ad, flyer, radio) should be to drive traffic to your website or your brick and mortar business.
- When people visit either of those places, a system has to be in place to capture their email addresses.

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Offline Targeting Methods

- Postcard Campaign
 - Mail to target lists (<http://www.infousa.com>)
- Radio, TV, bench ads, skywriting – Get them to your site and capture their email addresses.
- Flyers – Hand out flyers around your location.
- Press Releases – Free publicity
 - <http://www.bizmove.com>
 - <http://www.bizjournals.com>
 - <http://www.PRWeb.com>
 - <http://www.URLwire.com>
 - <http://www.XpressPress.com>
 - <http://www.MediaMagnetPro.com>
 - <http://www.InternetNewsBureau.com>

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Your URL Everywhere

- Include your website URL everywhere:
 - On your business stationery
 - On your sign
 - In all printing advertising
 - On all flyers
 - In your phonebook listing
 - On your car with I.D.-IT plates (<http://www.iditplates.net>)
 - Mention your site in any phone inquiries or greeting messages.

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In-Store Promotions

- Your place of business is an excellent place to gather customer email addresses.
 - Fishing for customers – Fishbowl for business cards
 - Coupons
 - Contests
 - Computer Demo
 - Giveaways
 - Window Display
 - Ask
 - Voice mail/answering machine message

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Community Involvement

- Local Events
- Local Organizations
- Charities and Non-Profits
- School Events Sponsoring

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Sum It Up

- Local Internet Marketing is for every business.
- Email – Email – Email.
- Local searches for proactive target traffic.
- Effective local marketing starts with an effective websites that draw locals.
- Offline media to help local marketing.

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