

## ROTHCO INSIDE INFORMATION:

### 4 Simple Steps to Improve Your Reach with Digital Marketing



#### 1. Social Media: Besides Facebook What Else Should You Be On?

- **Twitter:** Great for getting simple messages out there with a link to your items you're selling. Or to create a brand presence. Benefits of twitter you can post several times a day, have direct interaction with customers and can easily be planned out in advance.

**Fun Fact: Did you know there is an analytic function to twitter hidden in their ads platform?**

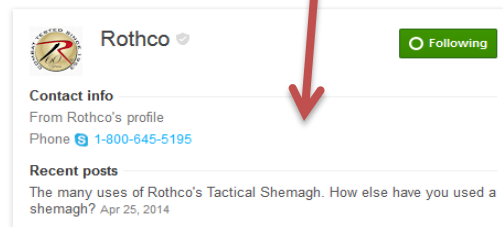
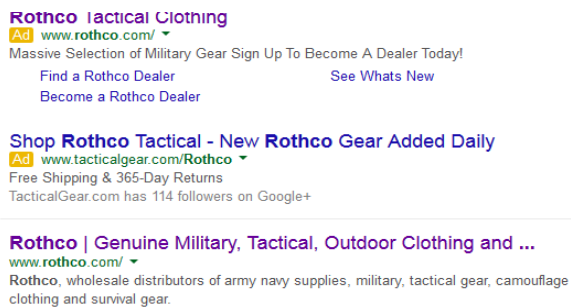
<https://ads.twitter.com>

- **Pinterest:** A great content library that points links back to your site! You can post everything from product, compelling & fun image, tips & advice or interesting relevant articles.

**Fun Fact: Shoppers referred to a site from Pinterest are 10% more likely to buy** (source: [Social Media Today](#))

- **Google+:** Google holds Google+ in high regard and it is linked to every other product Google carries including search. Having a google plus account is a great way to get a high ranking search link on google!

**Fun Fact: Google+ can improve your click through rates. A Google+ account allows you to get your company's logo or your picture as the author next to Google search results**



- **YouTube:** Another google owned property that ranks high in search, creating videos gives you unique content that not only shows up high in search but can be shared on all other social platforms.  
**Fun Fact: Rothco creates a lot of videos related to product that you can [download yourself and upload to your channel for quick and easy content.](#)**
- **Instagram:** A great brand building tool, develop followers via hashtag and it's quick & simple and since it is a mobile platform, it can be done on the go!  
**Fun Fact: One of the added benefits camouflage and military/vintage military gear is that it photographs really nicely and plays right into the filter photo for a vintage look.**

**Adding these 5 channels to your digital marketing plan is guaranteed to help increase your online presence. Not every one of these has to be done every day but if you plan out a weekly schedule you're more likely to stick to it.**

**Fun Fact: There are tons of free services that allow you to schedule your posts: [Hootsuite](#) & [Sprout Social](#) are great for facebook, google+, twitter to schedule posts. Even Facebook now allows you to schedule posts months ahead of time.**

## 2. Are You Creating A Proper Online Store Presence Via Local Business Directories?

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If you are a brick-and-mortar business dependent on local traffic, it is vital that you be listed in local online directories. This affects your ability to be found in the broader web search, as directory listings appear routinely on front-page search return. Some key places you should be on.

- I. **Google+ Local for Business** Google's local business directory. [Google+ business pages](#). Get recommendations on businesses based on searchers circles, past reviews, and location;
  - Publish reviews and photos of businesses;
  - Read Zagat summaries of user reviews for a business;
  - View the local Google+ page for a business to see reviews, photos, and other information
- II. **Yelp** is one of the most well-known and popular local directories, write reviews and ratings, and upload photos of businesses, as well. Consumers can also follow one another in a manner similar to Twitter or Facebook. [Yelp Business accounts](#) offer a suite of free tools.
  - To take advantage of these benefits, you must first claim your listing, which you can do by searching for your listing on Yelp. If the listing already exists but has not been claimed, you will see a button on the page that says "Claim This Listing."
  - If your business is not listed, create a Yelp account (or login to your existing account) to begin.
- III. **Bing Local** Bing local listings are now powered by Yelp, which makes having a Yelp listing all the more critical. However, if you do not see your business listed, go to the [Bing Business Portal](#) to do so.
- IV. **Yahoo! Local** Yahoo! offers both free and paid listings. Setting up a listing is similar to Yelp. Yahoo's free local listings enables businesses to:
  - Display their address, phone number, and website URL
  - Include the business in up to five categories
  - List products, services, brands, and more
  - They also offer a "enhanced" paid version
- V. **Foursquare**: Foursquare is a location-based social network that relies on a mobile app, which allows people to "check-in" to your business, write comments, leave tips, and share information on Facebook and Twitter.
  - Businesses can claim their listing by going to the [Foursquare business page](#).

**Other notable local directories include:** [Yellow Pages](#), [CitySearch](#), [Manta](#) and Facebook  
**Local Directory Listing Tips:**

- **Be consistent.** Keep your address, phone number, and business name the same on each directory, as variations could result in duplicate listings.
- **Keep a master record.** Create a Word document or spreadsheet that lists each of your local directory listings. This provides a record that you can maintain and update as needed.
- **Be thorough.** Make each listing as complete as possible.

**Fun Fact:** You can use [Moz Local](#) which creates and maintains business listings on the sites, apps, and directories that factor most into local search engine results. Once you upload your location data to Moz Local, it's easy to push business listings to a majority of the directories & listings.

### 3. Email Marketing

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One of the most effective / low cost marketing tools out there! This Chart Highlights % of Customer Acquired by Channel, as you can see Email is by far one of the best sources for growth.

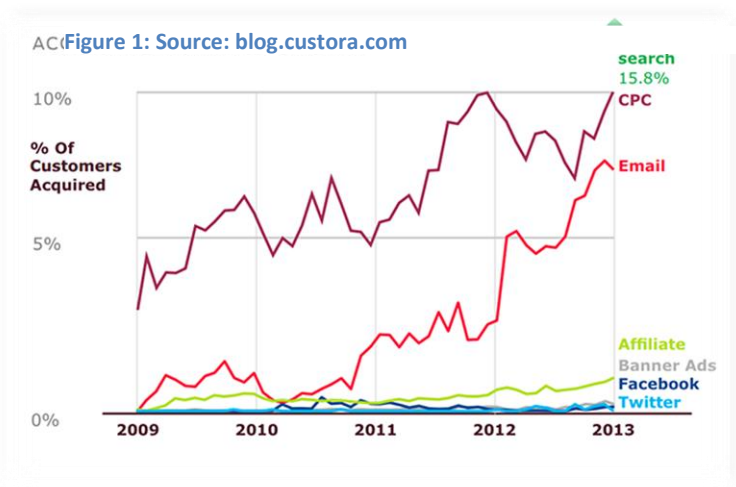
#### Email Tips:

- Get customers to Opt Into Your Email list. Have a Signup sheet at your register, on your website, and on your Facebook Page tab
- Once you get them signed up engage them with emails.
  - a. Let customers know about your new products and other interesting company news that affects them (share recent blogs, videos, etc )
  - b. Send timed discounts for holidays, birthdays, and other personal events.
  - c. Offer discounts - Reward loyal customers with a discount and or Re-engage with customers who have not shopped in a while by offering them a discount to stop by.
  - d. Remind customers about an uncompleted purchase in their shopping cart.
- **Measure your performance**
  - a. Evaluate opens – keep track of which keywords trigger better opens
  - b. Evaluate clicks – see which items drive the most clicks

By keeping track of the behavior you will gain insight into what your customers are looking for and can help you evaluate future marketing & purchasing efforts.

**Fun Fact:** There are a ton of inexpensive email providers out there for you, including:

- [Mail Chimp](#)
- [Constant Contact](#)
- [iContact](#)
- All offer easy to use templates & basic measurement tools.



## 4. Measure & Analyze Your Web Traffic

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All of the efforts above mean nothing without Tracking/Reporting/Analyzing your efforts. Google offers a robust reporting software that is free. <http://www.google.com/analytics/why>

- **Measure the effectiveness of your marketing efforts**
  - Keep track of how much traffic your emails generate or the latest FB post
- **Measure key KPI'S (Key Performance Indicators)**
  - Measure bounce rate, average time on site, % of new visitors to site
  - You can now even measure location, gender, age etc.
- **Set goals**
  - Do you want customers to sign up for a newsletter/email?
  - Purchase from the web?
  - Or contact your store via phone?
- **See what drives traffic but also what drives sales**
  - Google allows you to track all ecomm purchases (If your Ecomm is not set up, you can find out how to [set it up here.](#))
- **Save Time**
  - Don't have time to access reports all day. Google allows you to create and schedule reports on a daily/weekly/or monthly. Schedule reports and plan some time to review them. You would be amazed at the info you might find out.

1.	Organic Search
2.	Direct
3.	Paid Search
4.	Referral
5.	Social
6.	Email
7.	(Other)

**Fun Fact:** Google offers free online course to show you everything on how to install their code and what you should be looking for in the reports. <https://analyticsacademy.withgoogle.com/course01>