

# LEVERAGE

THE ONLINE MARKETING GUIDE FOR SMALL BUSINESSES

7 WAYS YOUR WEBSITE  
**IS COSTING YOU**  
YOU NEW CUSTOMERS

THE DIGITAL DECADE  
**THE PAST, PRESENT  
& FUTURE OF**  
**OF DIGITAL MARKETING**



THE  
**TikTok**  
**MARKETING BLUEPRINT**  
*FOR LOCAL BUSINESS SUCCESS*

FROM ORDINARY TO EXTRAORDINARY  
**HOW STORYTELLING**  
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## Welcome To Leverage

Thanks for checking out our 100th issue of Leverage 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,  
Dualdeko Search Engine Marketing

### CLICKS IS BROUGHT TO YOU BY

Dualdeko is the leading small business marketing service in the Covington for over 10 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 that can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.



# 7 WAYS YOUR WEBSITE IS COSTING YOU NEW CUSTOMERS

As a local business owner, you understand the importance of creating a positive first impression. But did you know that your website can make or break that impression before a potential customer even sets foot in your store? In today's digital age, your website is often the first point of contact for potential customers, and a poorly designed or optimized website can cost you new business.

According to a study by the Content Marketing Institute, 61% of consumers will leave a website if it's not mobile-friendly. Additionally, 40% of consumers will leave a website if it takes more than 3 seconds to load. These statistics alone should be a wake-up call for any local business

owner who wants to remain competitive in today's market.

But it's not just technical issues that can drive customers away. A website with poor navigation, outdated design, and a lack of trust signals and social proof can also turn potential customers off.

In this article, we'll take a closer look at 7 ways your website may be costing you new customers and how you can fix them. By the end of this article, you'll have a better understanding of how to optimize your website to attract and retain customers, and how to stay ahead of the competition.





## SLOW LOAD TIMES



No one wants to wait for a website to load, and if it takes too long, they'll simply move on to the next business. Use tools like Google's PageSpeed Insights to identify areas for improvement, such as large image files or too many plugins. Optimizing images by compressing them and reducing their file size can significantly improve load times. Minimizing the number of plugins used on your website and optimizing your code can also help.

## POOR NAVIGATION



If customers can't find what they're looking for on your website, they'll quickly become frustrated and leave. Make sure your website is

easy to navigate and that your menu is clearly labeled. Use simple and intuitive layouts with contrasting colors for text and background.

A search bar can also be useful for customers who know what they are looking for.

## OUTDATED DESIGN



A dated website design can make your business look unprofessional and out of touch. A website design should be regularly updated for current trends and technologies to ensure it stays modern and engaging.

Make sure that the design elements are consistent throughout the website and are easy to read on different devices.

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**Your website is your digital storefront, and it's essential that it gives the right impression to potential customers.**

**Brian Dean**



## LACK OF MOBILE OPTIMIZATION



With more and more people accessing the internet on their mobile devices, it's crucial that your website is optimized for mobile. This means having a responsive design that adjusts to different screen sizes, and making sure all of your images and videos are optimized for mobile as well. Use a mobile-responsive theme, or if you have the budget, consider a separate mobile site.

## NO CLEAR CALL-TO-ACTION



Your website should have a clear call-to-action that tells customers what they should do next. This could be a button to make a purchase, a form to fill out, or a phone number to call. Make

sure that the call-to-action is prominently displayed and that it stands out from the rest of the website.

Use action-oriented language and make it clear what the customer will get by taking the action.

## NO TRUST SIGNALS



Trust signals such as customer testimonials, security badges, and money-back guarantees can help reassure customers that your business is legitimate and trustworthy.

Use customer testimonials on the website, display badges from well-known security providers, and make sure your website is using SSL certificate.



## NO SOCIAL PROOF



Social proof, such as customer reviews and ratings, can be powerful tools for building trust and credibility. Make sure your website includes customer reviews and ratings, as well as links to your social media profiles. Encourage customers to leave reviews, and be sure to respond to negative reviews in a professional and constructive manner.

By taking the time to address these issues, you can ensure that your website is working for your business, rather than against it. Remember, your website is your digital storefront, and it's essential that it gives the right impression to potential customers. So, take the time to address these issues and give your business the best chance of success.

**Having a website that is fast, easy to navigate, mobile optimized, and includes social proof is essential to creating a positive customer experience and driving conversions**

**Neil Patel**





Additionally, it's important to regularly review and update your website to ensure that it continues to meet the needs of your customers. This could include adding new products or services, updating content, or making design changes to keep up with current trends. It's just as important to keep an eye on the metrics of your website, such as traffic, bounce rates, and conversion rates to understand how your website is performing and make necessary adjustments.

In today's competitive market, having a website that stands out from the crowd and provides a positive customer experience is more important than ever. Don't let a poor website cost you new customers. Take the time to optimize and update your website, and you'll be on your way to attracting and retaining customers for years to come.

A man in a dark suit stands with his back to the camera, looking out a large glass window at a city skyline during sunset. The sun is low on the horizon, creating a warm, golden glow that silhouettes the man and the buildings. The city skyline includes several prominent skyscrapers, with the Shanghai Tower being particularly visible on the left. The window reflects the interior of the building, showing a modern architectural design with dark frames and a large, abstract sculpture on the right side.

# THE DIGITAL DECADE

## ***The Past, Present & Future of Digital Marketing***

Digital marketing has come a long way in the last decade. From the way businesses connect with customers, to the tools and strategies they use to drive conversions, the landscape has changed dramatically. If you're a local business owner, it's essential to understand the changes that have occurred, as well as what still works, what doesn't, and where to focus your marketing budget now.

In this article, we'll dive into the past, present, and future of digital marketing, providing valuable insights and tips that you can use to grow your business. From the rise of social media and the decline of certain tactics, to the emergence of AI technology and where the future of digital marketing is headed, you'll come away with a clear understanding of how to navigate the ever-evolving digital landscape. Get ready to take your digital marketing game to the next level!





First, let's take a look at the past. In 2013, the biggest focus for local businesses was on search engine optimization (SEO). This meant creating keyword-rich content and building backlinks to improve a website's search engine rankings. While SEO is still important today, the way it is executed has changed dramatically. Google's algorithm updates, such as Panda and Penguin, have made it more difficult to game the system with manipulative tactics. Now, the focus is on creating high-quality content that is valuable to the user, and building natural backlinks from authoritative websites.

Another major change in the last eight years has been the rise of social media. Back in 2013, social media was still considered a "nice-to-have" rather than a "must-have" for local businesses. Today, social media is an essential component of any digital marketing strategy. Businesses

can use platforms like Facebook, Instagram, and Twitter to connect with customers, build brand awareness, and drive website traffic. It's no surprise that social media has become a powerful tool for reaching targeted audiences and driving conversions. TikTok, now the social media juggernaut, wasn't even a thing yet in 2013, has now become the platform for businesses to connect with a younger audience.

The rise of mobile has also had a significant impact on digital marketing over the last decade. In 2013, mobile usage was on the rise but it wasn't yet the dominant force it is today. Now, mobile devices account for the majority of internet traffic, and businesses need to ensure that their websites and marketing campaigns are optimized for mobile users. This means designing for smaller screens, faster load times, and touch-based navigation.



But we can't talk about changes in digital marketing without mentioning the rise of automation and artificial intelligence (AI). A decade ago, businesses relied on manual processes for tasks like email marketing and social media management. Today, there are a plethora of tools and platforms that allow businesses to automate these tasks, saving time and increasing efficiency.

Additionally, AI-powered technologies like chatbots have become an effective way to engage with customers and provide personalized experiences. AI can be used in various ways, such as using AI to take bookings over the phone with customers, using AI to recommend products to customers based on their browsing history, and using AI to analyze customer feedback and improve customer service.

Now, let's take a look at the present. While many tactics from 2013 are no longer effective, there are still a few that continue to be valuable for local businesses. For example, email marketing is still an effective way to reach customers and drive conversions. Additionally, paid advertising on search engines and social media platforms can be a powerful tool for reaching targeted audiences. However, businesses need to be strategic in their approach, as the cost of advertising on these platforms can quickly add up.





## SO, WHERE SHOULD LOCAL BUSINESSES FOCUS THEIR MARKETING BUDGET NOW?

The answer is, it depends on the specific business and target audience. However, some popular marketing tactics today include:



### INFLUENCER MARKETING

Partnering with influencers on social media platforms to reach a wider audience and increase brand awareness



### VIDEO MARKETING

Creating engaging videos to promote products and services, and drive website traffic



### CONTENT MARKETING

Creating valuable and informative content to attract and engage customers

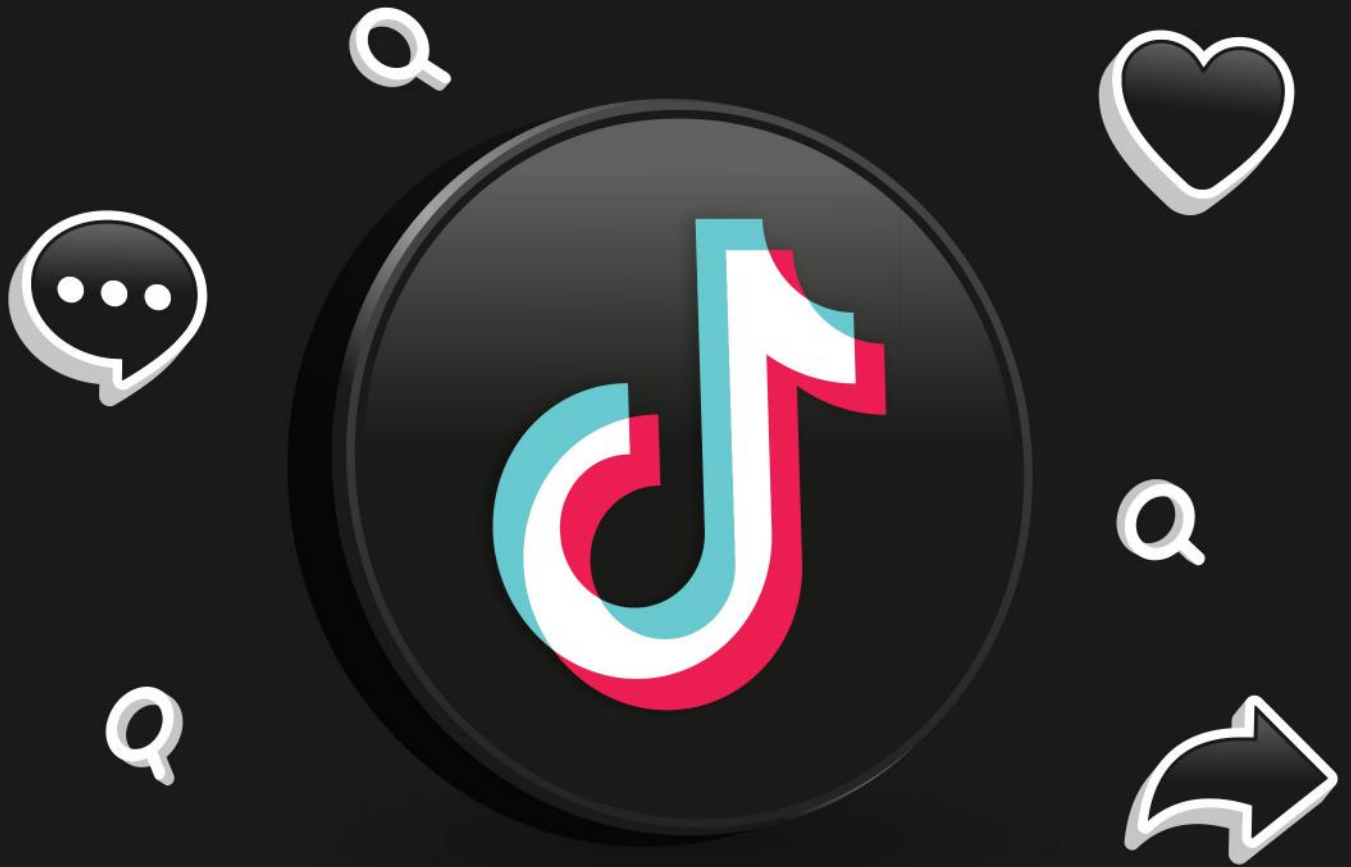
The rise of social media influencers and user-generated content is also expected to continue. By leveraging the power of these influential individuals and authentic customer reviews, businesses can build trust and credibility with their target audience.





Finally, let's take a look at where digital marketing for local businesses is heading in the future. One trend that is already gaining momentum is the growing use of artificial intelligence (AI) in marketing. From chatbots to personalized recommendations, AI technology has the potential to revolutionize the way local businesses interact with their customers. Additionally, the use of voice search and virtual reality is also on the rise, and businesses that are able to integrate these technologies into their marketing strategies will have a competitive edge.

**In conclusion,** the world of digital marketing for local businesses has come a long way in the last 10 years. From the rise of social media and mobile to the growing importance of data privacy and security, businesses need to stay up-to-date with the latest trends and adapt their strategies accordingly. By embracing new technologies businesses can connect with customers, build brand awareness, and drive conversions in ways that were not possible a decade ago. The future of digital marketing for local business is exciting, and the opportunities are endless for those who are willing to adapt and evolve with the times.



# The TikTok Marketing **BLUEPRINT**

***FOR LOCAL BUSINESS SUCCESS***

TikTok, the social media platform that has taken the world by storm its short-form, lip-sync, dance, and comedy videos, has become the latest honeypot for businesses. With over 2 billion monthly active users, TikTok is quickly becoming one of the hottest marketing platforms for businesses of all sizes. But for local business owners, the challenge is figuring out how to effectively market their products or services on this short-form video platform.

In this article, we'll reveal our TikTok Marketing Blueprint for Success, including actionable tips and strategies that local business owners can use to grow their business on this platform.



## Why TikTok Marketing Matters

TikTok is more than just a platform for dance videos and lip-syncing. It's a highly engaged community of users who are looking for new and interesting content. With its unique features and user-friendly interface, TikTok provides a wealth of opportunities for businesses to connect with their target audience. And with its growing popularity, it's a platform that can't be ignored.

According to a recent study, TikTok users spend an average of 52 minutes per day on the app, making it one of the most engaged social media platforms out there. And with its unique algorithm, TikTok makes it easier for businesses to reach their target audience by recommending content that users are likely to engage with. This can lead to higher engagement rates and more conversions for businesses that are active on the platform.



# Getting Started with TikTok Marketing

## 1. DEFINE YOUR TARGET AUDIENCE

The first step in creating an effective TikTok marketing campaign is to define your target audience. This will help you create content that resonates with the people you want to reach. For local business owners, this may mean targeting customers in their geographic area, or those who are interested in the products or services they offer. You can use the platform's analytics tools to see which demographics are engaging with your content and adjust your strategy accordingly.

## 2. UTILIZE HASHTAGS AND CHALLENGES

Hashtags and challenges are key components of TikTok's user experience, and they can be extremely useful for businesses looking to reach new customers.

By participating in trending hashtags and challenges, local businesses can gain visibility and reach a wider audience. To make the most of this opportunity, consider creating your own challenge that aligns with your business goals and objectives.





### 3 . INVEST IN PAID ADVERTISING

While organic reach is limited on TikTok, businesses can still reach a large audience by investing in paid advertising. TikTok's advertising platform offers a range of options, including brand takeovers, in-feed ads, and sponsored hashtags, that can help local business owners reach their target audience. To get the most out of your advertising spend, be sure to target the right audience, and use creative and engaging ad content.

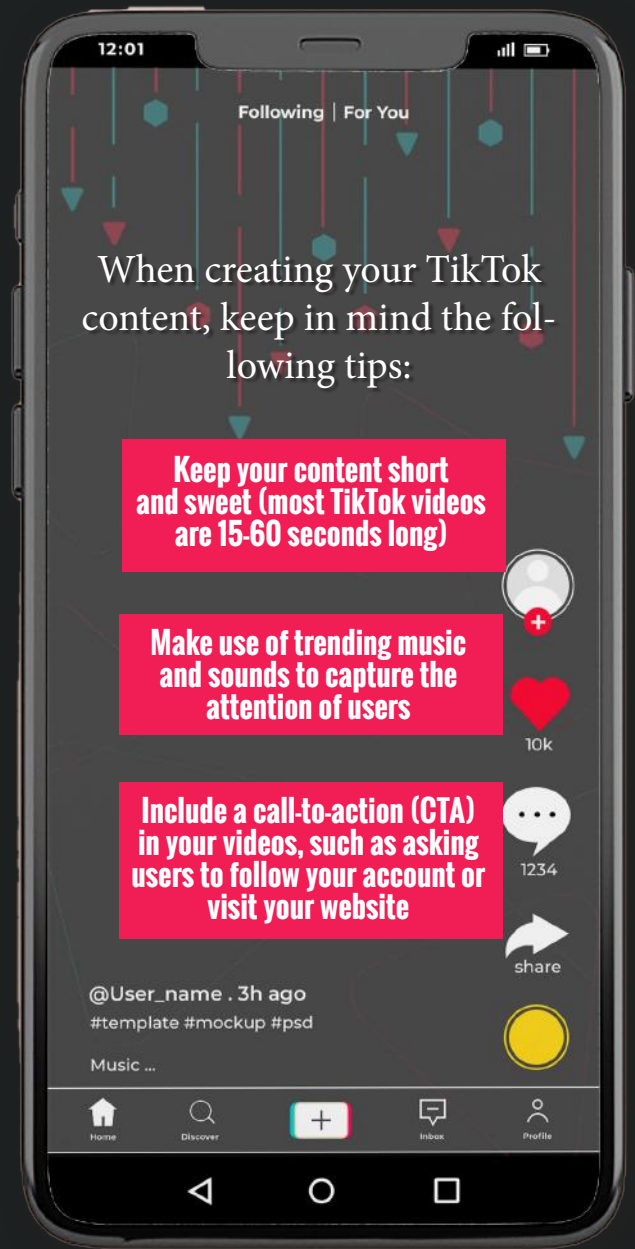
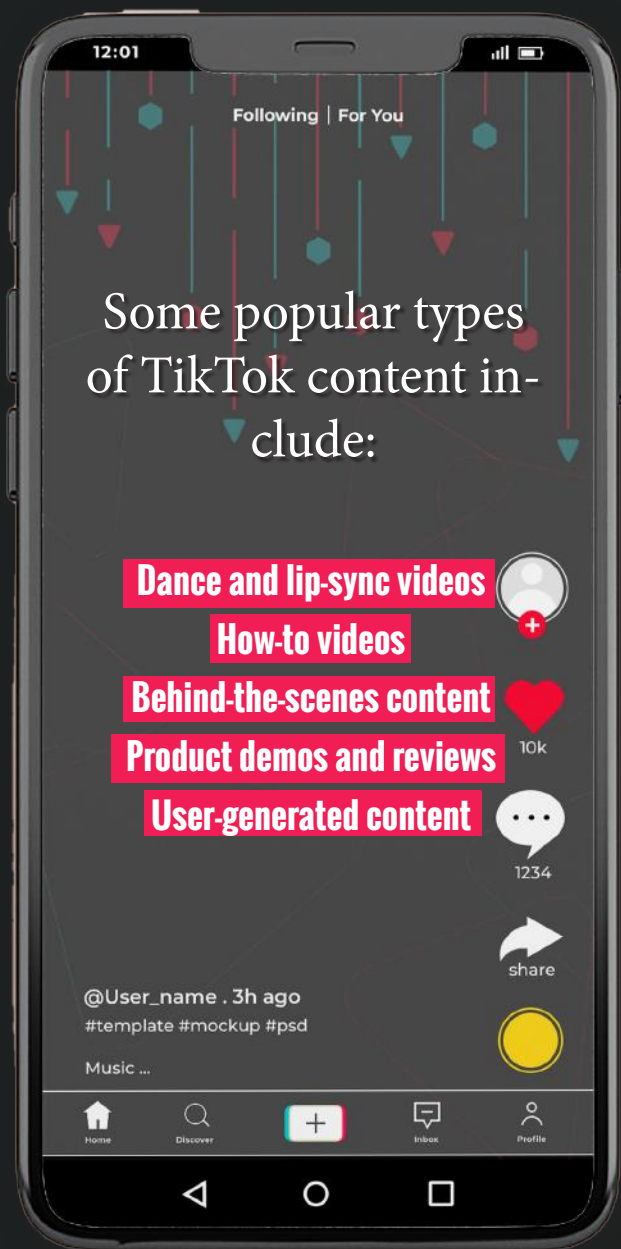
### 4 . LEVERAGE USER-GENERATED CONTENT

User-generated content can be an incredibly powerful tool for local businesses on TikTok. Encourage your customers to create content that features your products or services, and share it on the platform. This not only helps you reach a wider audience, but it also showcases the genuine experiences and satisfaction of your customers.

### 5 . COLLABORATE WITH INFLUENCERS

Influencer marketing has become a popular and effective way for businesses to reach new customers on TikTok. By partnering with influencers in your industry, you can leverage their audience and reach a large number of potential customers. Be sure to choose influencers who align with your brand and target audience, and work with them to create content that is engaging and relevant to your business goals.





**Pro tip: Don't forget to utilize TikTok's unique features.** TikTok has a range of unique features, such as filters, effects, and sounds, that can be used to enhance your videos. Experiment with these features to create content that is visually engaging and attention-grabbing

Wrapping up... TikTok provides local business owners with a powerful tool to reach new customers and grow their business. With its large and engaged audience, businesses can effectively market their products and services and achieve success on this dynamic platform. So don't wait, start your TikTok marketing journey today and see the results for yourself!





**From Ordinary to Extraordinary:**

How

# STORYTELLING

**Can Transform Your Marketing**

Storytelling has become an increasingly popular marketing tool for businesses, big and small, to connect with their audience. The reason is simple – stories evoke emotions, and emotions drive human behavior. By weaving a compelling narrative around their brand, local businesses can differentiate themselves from the competition, establish a deeper connection with their customers, and ultimately drive sales.

In this article, we'll explore how local businesses can use storytelling in their marketing efforts. But first let's talk about what types of stories are working online for other local businesses.

# STORYTELLING CHEAT SHEET

## ORIGIN STORY

Share the story of how your business came to be – the challenges you faced, the lightbulb moment, and the journey to where you are today. This can help establish an emotional connection with your audience and position your business as a leader in your industry.

## CUSTOMER STORIES

Share stories of your customers and how your products or services have positively impacted their lives. This not only highlights the benefits of your offerings but also showcases your commitment to customer satisfaction.

## EMPLOYEE STORIES

Share stories of your employees and the passion and dedication they bring to their work. This can help humanize your brand and showcase your commitment to creating a positive workplace culture.

## COMMUNITY STORIES

Share stories about how your business is involved in and contributes to your local community. This can help position your business as a responsible corporate citizen and establish a deeper connection with your audience.

## PRODUCT STORIES

Share the story behind a particular product or service, including its development, unique features, and the benefits it provides. This can help differentiate your offerings from the competition and drive sales.

## PERSONAL STORIES

Share personal stories of the business owner or key employees. This can help humanize your brand and give your audience a glimpse into the passion and dedication that drives your business.

## PROBLEM-SOLUTION STORIES

Share stories of how your business solved a particular problem for a customer or in the industry. This can showcase your expertise and help position your business as a thought leader in your field.

## COMPANY CULTURE STORIES

Share stories about your company culture and the values that drive your business. This can help attract top talent and create a positive workplace culture.

STELL





## Now that you have some fresh ideas, here's how utilize storytelling in your marketing efforts:

**1. Identify Your Unique Story:** The first step in using storytelling in your marketing is to identify the story you want to tell. This could be the story of how your business was started, the story of a particular product, or the story of your customers. The key is to find a story that is unique to your business and that resonates with your target audience.

**2. Know Your Audience:** To effectively use storytelling in your marketing, you need to know your audience. Who are they? What do they care about? What motivates them? Understanding your audience will help you craft a story that speaks to their needs and interests.

**3. Use Emotional Trigger Words:** Once you have identified your unique story and know your audience, it's time to start crafting your narrative. Use emotional trigger words and phrases that resonate with your target audience. These could be words like "passion,"

"innovation," or "community." The goal is to create an emotional connection with your audience and drive engagement.

**4. Incorporate Visuals:** Visual storytelling is an incredibly powerful tool for local businesses. Incorporating images, videos, and graphics into your marketing materials can help bring your story to life and make it more memorable. Consider using customer testimonials, behind-the-scenes photos, or product demos to help illustrate your story.

**5. Leverage Social Media:** Social media is a powerful platform for local businesses to share their story and connect with their audience. Platforms like Facebook, Instagram, and Twitter are great places to share your unique story, connect with your customers, and build brand awareness. Be sure to include visuals and use hashtags to make your content more discoverable.





#### **6. Create Content Around Your Story:**

Content marketing is an excellent way for local businesses to share their story and establish thought leadership. Consider writing blog posts, creating videos, or hosting webinars that revolve around your unique story. This not only helps you connect with your audience, but it also helps position your business as a thought leader in your industry.

**7. Measure Your Success:** Finally, it's important to measure the success of your storytelling efforts. Keep track of metrics such as website traffic, engagement rates, and conversions. This will help you understand what's working and what's not, and make adjustments as needed.

# Storytelling is the best Marketing

“  
Those who tell the stories rule society

Plato

**In conclusion,** storytelling has proven to be a game-changer for local businesses looking to stand out in a crowded market and make a lasting impression on their audience. By crafting a compelling story that speaks to the values and aspirations of your target audience, you can create an emotional connection that drives engagement and ultimately leads to increased sales. In 2023, if you want to differentiate your business, build brand loyalty, and drive results, storytelling should be at the heart of your marketing strategy.



# GET THE RESULTS YOU WANT, WITHOUT THE HEADACHES



As a local business owner, you know the importance of staying ahead of the competition and growing your customer base. But the reality is, without the right resources, this can be a challenging task.

Whether it's finding new customers online, growing your visibility on social media, or totally revamping your website into a lead generation machine – we can help.

Don't let your marketing headaches hold you back any longer. Because now you can finally achieve the growth and success you've always wanted for your business.

**Take the first step towards a brighter,  
headache-free future for your business.**

Contact us today for a free consultation and let's get started!

**Call us directly at: 404-975-1585  
Or reach out online at: [www.Dualdeko.com](http://www.Dualdeko.com)**