

Transportation Services

Making Sense  
of Online Marketing



The

# DOWN LOAD



THE OFFICIAL CONSTANT CONTACT  
MARKETING ADVISOR PLAYBOOK

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# Introduction

# In today's digital age, people are searching online for companies to do business with every day, in every industry you could imagine.

**THE TRANSPORTATION INDUSTRY IS NO EXCEPTION.**

Whether your company is a trucking company, a livery service, a shipping or logistics firm, or even an airline, your company needs an online presence to promote your brand, connect with your prospects and customers, and stand out among your competitors.

Businesses must be able to be easily found online by your prospective customers, and a successful online marketing strategy is paramount to ensure your company thrives!



97%

**of people learn more information about a company via online searches than anywhere else**

SEO TRIBUNAL



92%

**of people searching on the internet will pick businesses that are on the first page of the search results**

SEO EXPERT

## **THAT MEANS**

There's potential to do more business and to gain a lot more customers provided you have the right marketing tools and strategy in place to reach them online.





If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact.

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### **You're not alone.**

If you're like many Constant Contact customers, you're busy trying to run and grow your business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

# What if there were a way to make sense of online marketing?

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Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a business owner by trade and a marketer by necessity.

**This guide is designed to give you practical advice.**

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



**There's something else that's important to note.**

As a transportation business, you can have a huge advantage over other businesses by having a professional website and marketing strategy that allows your potential customers to feel like they already know you before they even contact you. The look and feel of your website and how you stand out online can keep your business top of mind and give you an edge.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



**TIP**

**Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.**

## Keep this in mind about online marketing.

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If you were asked where most of your business comes from today, what would you say? Many small businesses tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business.

As you know, business is built on relationships. Online marketing also allows you to strengthen existing relationships with current customers and build new ones.



### Here's what we're going to cover:

**Chapter 1:** How people find you online

**Chapter 2:** How to set yourself up for success

**Chapter 3:** How it all comes together

**Chapter 4:** How online marketing can work for you

## Now let's get to it!



# How people find you online

# We've mentioned that word of mouth now happens online.

People are talking up their favorite businesses directly:

1

Consuming and sharing content they find useful or entertaining from those businesses

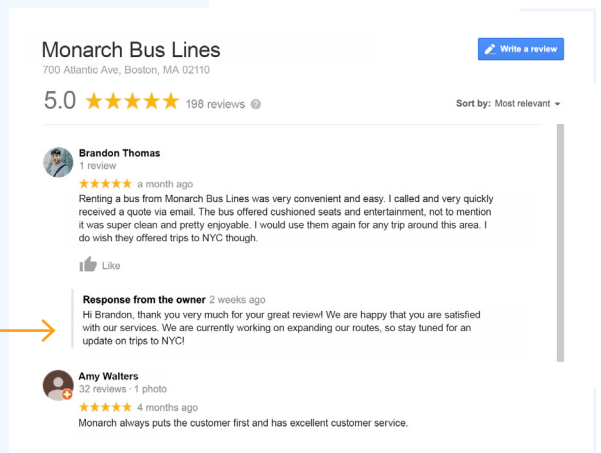
2

Leaving reviews of both positive experiences and ways they think the business can improve

3

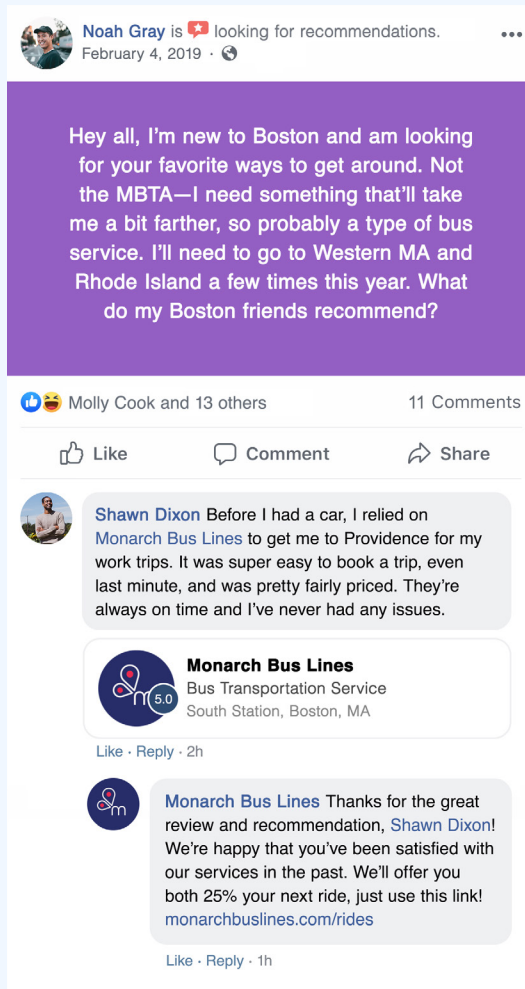
Asking questions about the experiences others have had with the business so they can make an informed decision as to whether or not to work with that business

Your business has an opportunity to be part of more of these conversations by engaging with your customers and prospective customers and responding to their questions, concerns, and reviews.





Simply being responsive and showing awareness of how people are interacting with your company will build brand loyalty and keep your customers coming back.

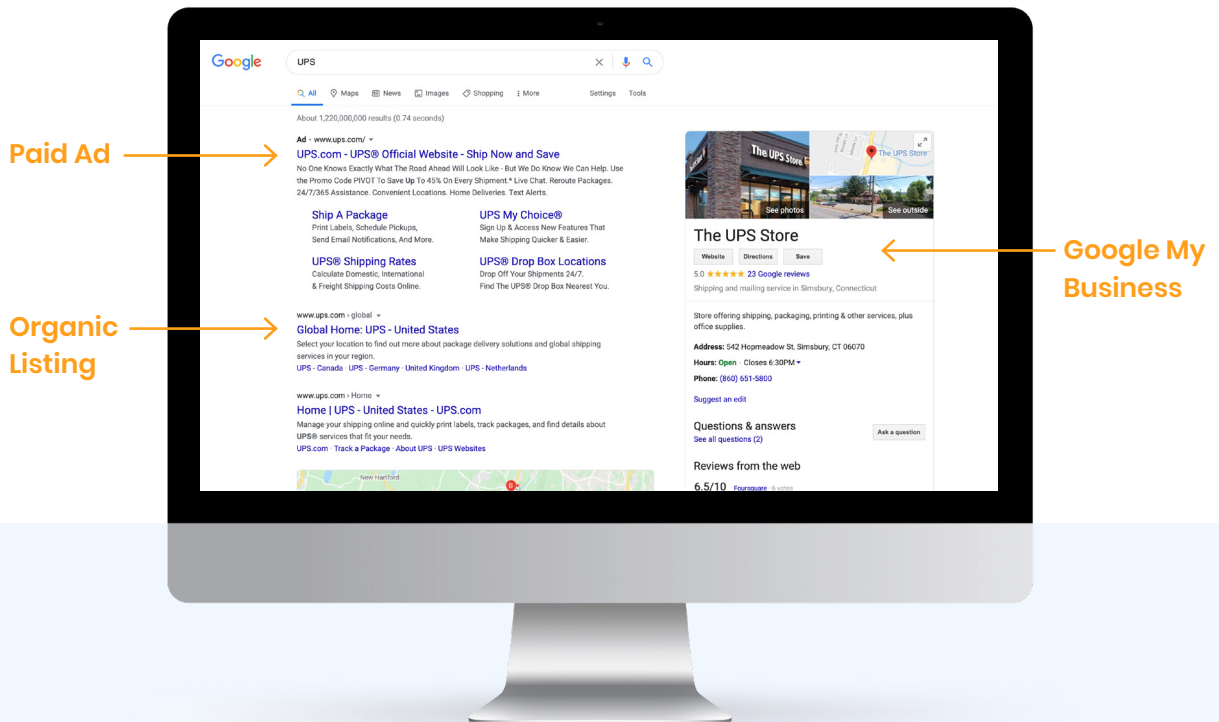


The more you can do to keep your business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your business specifically by name, or by something your business offers.

**And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your business even exist?"**

# What do people find when they go looking online for your business?



*Example using "UPS" as the search term*

It's no secret that people turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Reviews
- Info from other sites

# What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business — “UPS” — by name. But, people don’t always search by name. Sometimes they know they want to buy a product or a service, but they don’t know who offers it. Then they type in a more generic search term, like “trucking company” or “limo services.”

## Let’s take a look at an example.

Imagine you need to send a large shipment of goods and needed a good local freight company to do it. So you jump on your computer or mobile device and search “freight services near me.”

Here’s an example of what may come up — of course, your actual results will differ.

Notice that, following the Google Ads, “freight services near me” brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

Google

freight services near me

About 445,000,000 results (0.53 seconds)

Hours ~ Sort by ~

**A Pilot Freight Services**  
Freight forwarding service  
9.5 mi · Windsor, CT  
(860) 844-6000  
[WEBSITE](#) [DIRECTIONS](#)

**B Expedited Freight Services LLC**  
Freight forwarding service  
13.1 mi · Suffield, CT  
(860) 668-8020  
[DIRECTIONS](#)

**C Connectline Freight LLC**  
Freight forwarding service  
8.4 mi · Granby, CT  
(860) 982-8515  
[WEBSITE](#) [DIRECTIONS](#)

[More places](#)

[www.freightcenter.com](http://www.freightcenter.com) › shipping-company  
**Find a Freight Shipping Company Near You | FreightCenter**  
Searching for the “best shipping services near me”? FreightCenter can help you find the right freight shipping company. We have a large network of national and ...

[www.uship.com](http://www.uship.com) › freight  
**Freight Transportation and Quotes | uShip Freight Services**  
Get freight shipping quotes from top rated service providers at their lowest rates... Get Quotes from Freight Transport Companies Competing for Your Business! ... Find Freight Shipping Companies Near Me: Los Angeles Freight Shipping · Las ...

[www.fedex.com](http://www.fedex.com) › en-us › shipping › freight  
**Freight Shipping | FedEx**  
Learn to calculate freight costs and how to ship freight. Explore less-than-truckload (LTL) and FedEx Express® Freight services.  
[LTL freight shipping](#) [International Services](#) [Volume Services](#) [View Transit Maps](#)

**Beyond the ads and map listings, you may also find websites, social media accounts, reviews, and listings of the freight companies near your location in the search results.**

If we apply these results to what may show up for your business, your customers may find:

- Your website
- Social media accounts
- Review sites
- Business listings
- Competitor listings

**Competitor Listing**



The screenshot shows a Google search for "freight services near me". The results list several freight companies with their websites and brief descriptions. An orange arrow points from the text "Competitor Listing" to the FedEx result. Another orange arrow points from the text "Review Site" to the Yelp result for Roadrunner Transportation Systems.

Google freight services near me

www.freightcenter.com › shipping-company ▾  
**Find a Freight Shipping Company Near You | FreightCenter**  
Searching for the "best shipping services near me"? FreightCenter can help you find the right freight shipping company. We have a large network of national and ...

www.uship.com › freight ▾  
**Freight Transportation and Quotes | uShip Freight Services**  
Get freight shipping quotes from top rated service providers at their lowest rates. ... Get Quotes from Freight Transport Companies Competing for Your Business! ... Find Freight Shipping Companies Near Me: Los Angeles Freight Shipping - Las ...

www.fedex.com › en-us › shipping › freight ▾  
**Freight Shipping | FedEx**  
Learn to calculate freight costs and how to ship freight. Explore less-than-truckload (LTL) and FedEx Express® Freight services.  
[LTL freight shipping](#) · [International Services](#) · [Volume Services](#) · [View Transit Maps](#)

www.ups.com › services › shipping › freight ▾  
**Domestic and International Freight Shipping Services | UPS ...**  
Choose from a full range of freight shipping services for shipments over 68 ... Day-definite door-to-door deliveries around the world for palletized or loose freight.

rapidexpressfreight.com › ... › Accessorial Services ▾  
**Residential Pick Up or Delivery - Rapid Express Freight**  
Jan 22, 2017 - Unlike parcel delivery companies (Fedex, UPS, etc.), common freight carriers typically only provide dock-to-dock service or curbside delivery ...

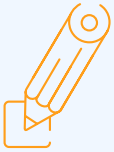
www.pilotdelivers.com  
**Pilot Freight Services | Global Shipping Transportation and ...**  
Pilot Freight Services delivers custom global shipping, supply chain management, and logistics services that allow your business to run as effectively and ...

www.saia.com ▾  
**Saia: LTL Freight Shipping & Logistics Services**  
Saia LTL Freight is one of the nation's leading carriers, providing less-than-truckload (LTL), truckload, distribution and consolidation and logistics services.

www.yelp.com › Hotels & Travel › Transportation ▾  
**Roadrunner Transportation Systems - 60 Photos & 259 Reviews**  
259 reviews of Roadrunner Transportation Systems "I rated this place 1 star and it ... you like to do everyone elses work and getting kicked around like an abused dog! ... RoadRunner Auto Transport (not sure if this is the same company as listed ... They charged me when i was only giving mt cars to reserve... read more.  
★ ★ ★ ★ Rating: 1.5 - 259 reviews

**Review Site**





## ACTION STEPS



### **Search for your business.**

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing? Is your business profile listed via a Google My Business profile on the right-hand side of the page?



### **Search for generic terms for your business.**

Is your business there either organically (naturally, without paying for ads) or via paid ads?



**Make a list of results that show up on the first page in both scenarios. This will be useful as you continue to build out your marketing strategy.**

## **Here's the reality: If you're not online, prospects can't find you.**

Whether people search for your business by name or something related to your business, your customers and prospects should be able to find you. You'll want to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers may have.

As people visit your website and click through from various search results, they're starting to form opinions about your business. Ultimately, they're asking themselves, "Is this the right business for me?"

If your business is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your business and choosing you.



**The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.**





# How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content





## A mobile-responsive website: Your online hub.

---

Yes, your business should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential customers are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective website.



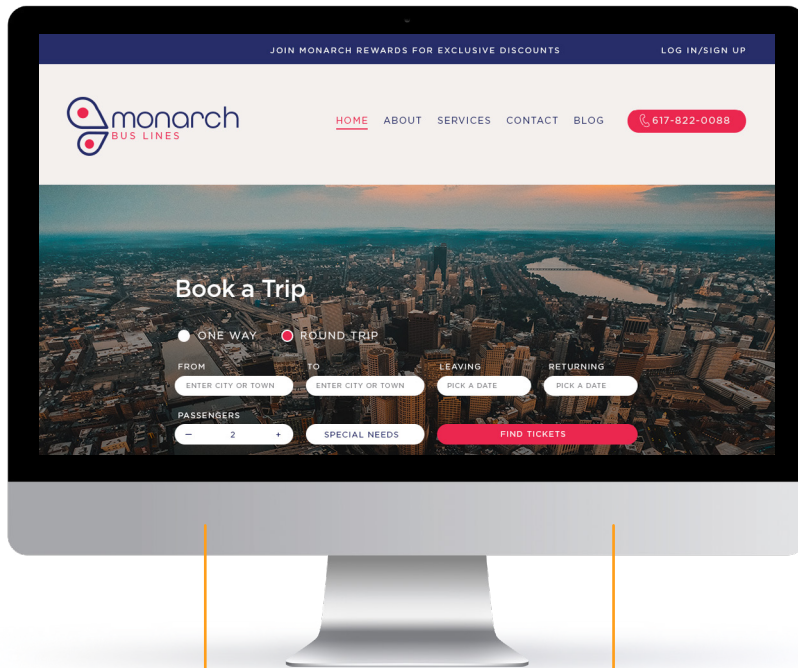
### TIP

**Buy a domain name for your website to match your business name.**

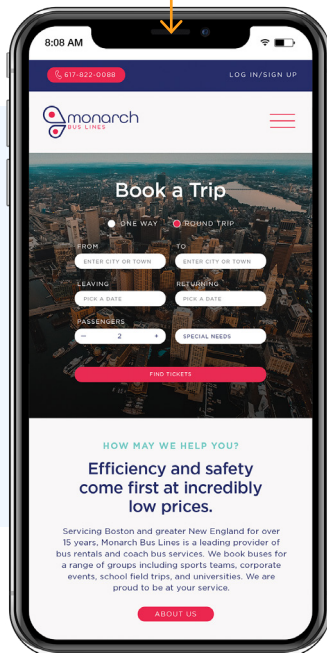
In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.



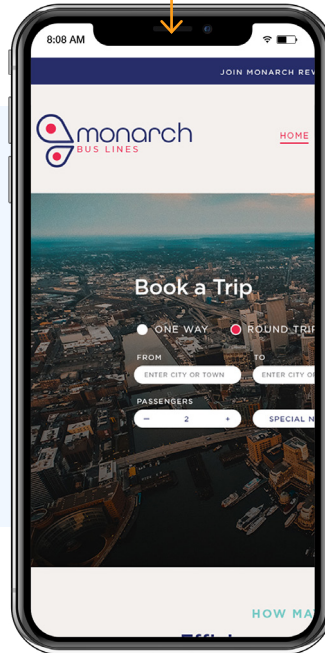
With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



**Responsive**  
website  
on mobile



**Non-responsive**  
website  
on mobile



**DID YOU KNOW?****Want a custom designed site?**

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

**Need a logo?**

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

## Your website should have at least four pages.

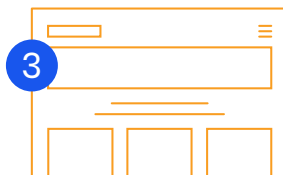
When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.

**HOMEPAGE**

*Your front door*

**ABOUT PAGE**

*Your story*

**SERVICES PAGE**

*What you do*

**CONTACT PAGE**

*Your chance to connect*

Think about your business specifically to add additional pages. For example, most transportation companies provide different services and should have a Services page, perhaps with a drop-down menu below containing separate pages describing each service you offer. If you're selling transportation products, you should have an Online Store. If you've been in business for a while you might also consider a portfolio page to showcase your work. Most businesses also benefit from having blog functionality on their site as well (more on that later).

**What should you put on those four core pages? Let's take a look.**





## HOMEPAGE

### What questions should you answer on your Homepage?

#### What is your product or service?

People don't have a lot of time.  
Be clear. Be specific.

#### Who is it for?

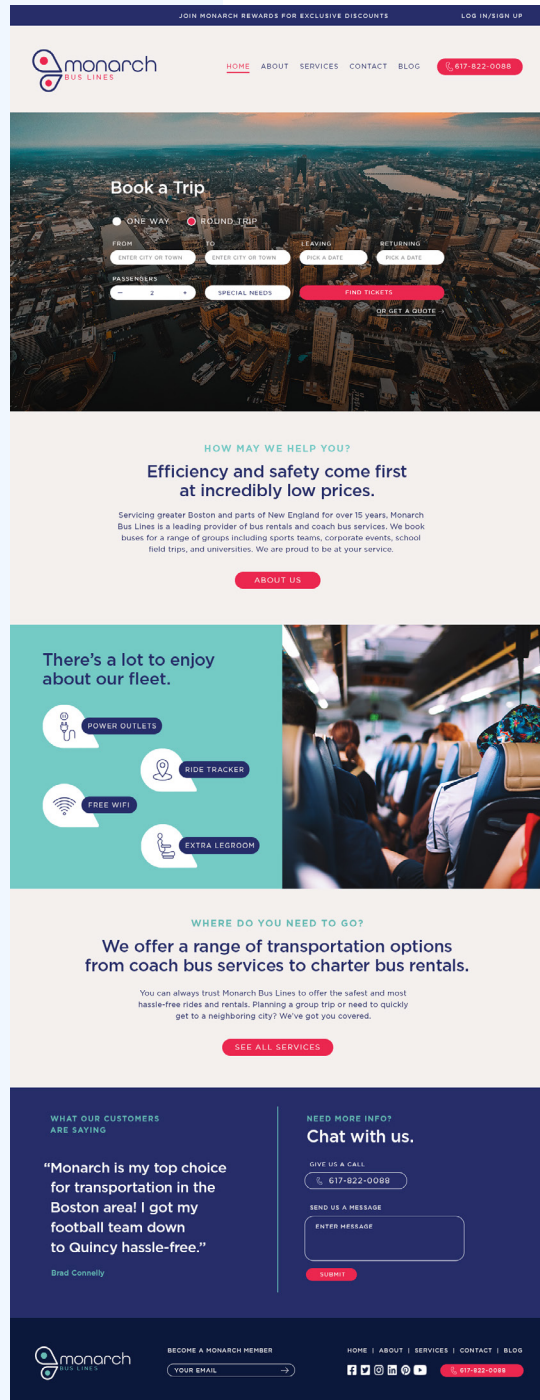
The visitor is asking, "Is this for me?"  
Who is your ideal customer? Do you serve a particular group or industry? Make it clear who your product or service is for.

#### So what?

Why would your potential customer care? Why should they choose you? Is there something about your product or service that makes it unique? There are likely things that differentiate you from similar companies — explain them in a way that's clear and easy for people to understand.

#### What should visitors do next?

Make a purchase? Contact you? Request a demo? Give an email address for resources? Make it clear what action people should take as their next step.



Homepage example



## ABOUT PAGE

### What questions should you answer on your About page?

#### What is your story?

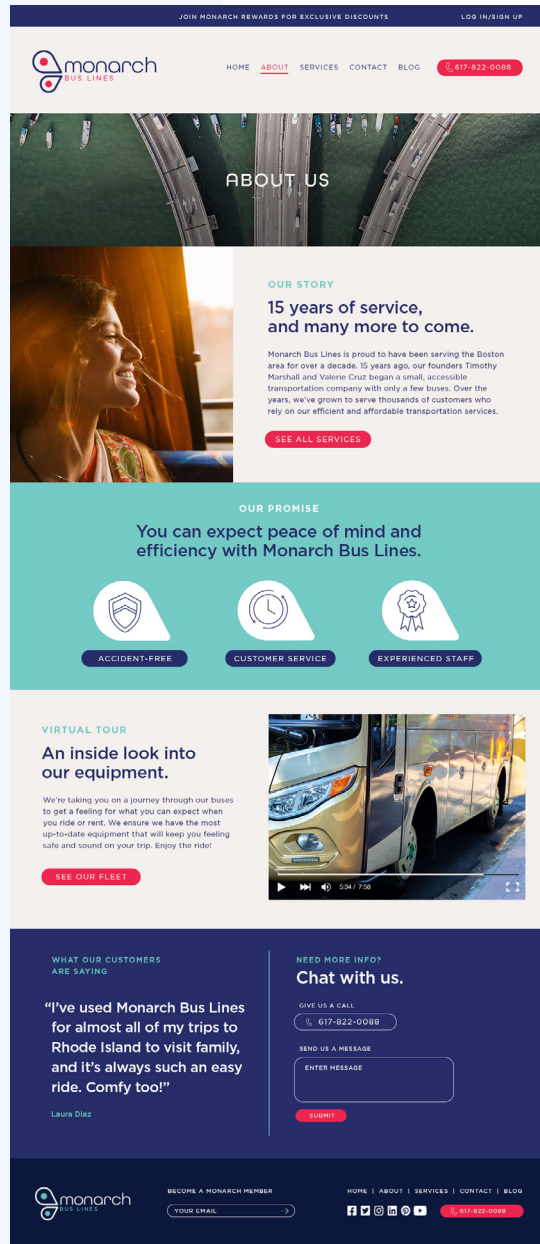
What problem are you trying to solve for your customers? What obstacles did you face and overcome trying to solve this problem? Why is your business important to you?

#### Why should people care?

How will potential customers benefit from working with you? How will you solve their problem and give them peace of mind? Do you have testimonials to support?

#### What makes you or your business different?

What are you better at than anyone else? How will you use your skills to help your customers? What's your plan for them?



About page example



## SERVICES PAGE

### What questions should you answer on your Services page?

#### What services do you offer?

What is the full range of services that you offer and how will these services benefit your customers?

#### What differentiates your company in terms of how you offer your services?

Be specific with not only the services you offer but how you deliver them. Be specific. Your customers may not be familiar with your services and may be visiting your website for the first time, so make sure they are easy to understand for someone that's not familiar with your company.

JOIN MONARCH REWARDS FOR EXCLUSIVE DISCOUNTS | LOG IN/SIGN UP

monarch BUS LINES | HOME | ABOUT | SERVICES | CONTACT | BLOG | 617-822-0088

## SERVICES

THE WORLD IS YOUR OYSTER

Spread your wings with any one of our transportation services.

### Getaway Packages

NEED A CHANGE OF SCENERY?

We have getaway packages for those looking for a curated adventure in New England. From ski trips and brewery tours to casino packages, we have options starting at \$115. Get to know the Boston area!

[LEARN MORE](#)

### Charter Bus Rentals

PLANNING A GROUP TRIP?

You've come to the right place. A day trip with one of our buses is priced per day. Partial days may be added at a per hour rate. Multi-day trips are priced based on mileage, daily itinerary, transfers, and/or overnight stays.

[LEARN MORE](#)

### Book a Ride

NEED A LIFT TO THE NEXT CITY?

Our schedule includes hundreds of rides to destinations around greater Boston and New England, and we're sure you'll find what you're looking for. Simply purchase a ticket and hop on board with us!

[LEARN MORE](#)

### Get a Quote

To reserve a charter bus or purchase one of our getaway packages, fill out the form below to receive a quote. We guarantee you will hear back within 24 hours.

TYPE OF SERVICE: CHARTER BUS RENTAL | DURATION (DAYS): 1 | DESTINATION: WINCHESTER | PASSENGERS: 2

[REQUEST A QUOTE](#)

OR BOOK A TRIP ON A SCHEDULED BUS

### WHAT OUR CUSTOMERS ARE SAYING

"Monarch made it so easy for me to reserve a charter bus for my student debate team. We had a wonderful time on our field trip, including our ride there!"

Deborah Macey

[MORE ABOUT US](#)

monarch BUS LINES | BECOME A MONARCH MEMBER | YOUR EMAIL | HOME | ABOUT | SERVICES | CONTACT | BLOG | 617-822-0088

Services page example



## CONTACT PAGE

### What questions should you answer on your Contact page?

#### Where can I find you?

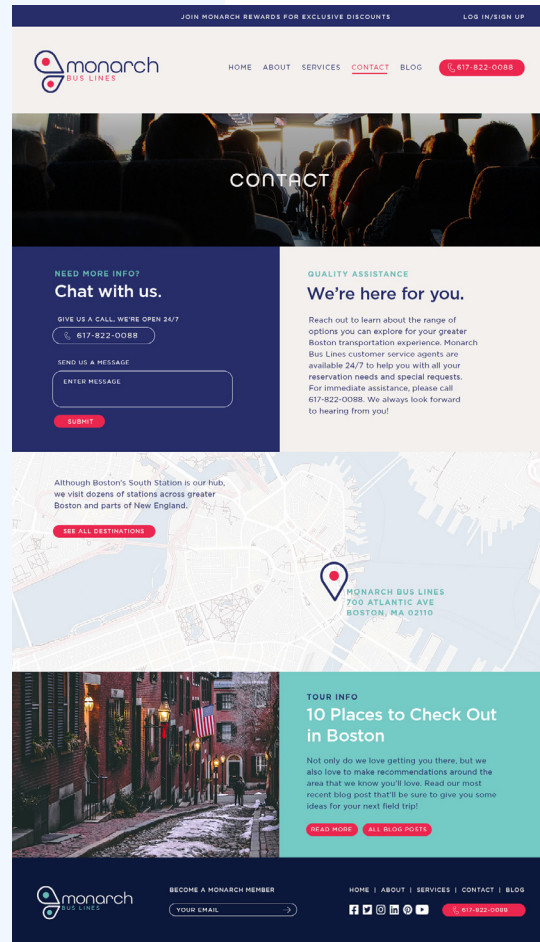
Do you have a physical location(s)?  
Where is your company based?  
Which social media channels do you use?

#### When can I reach you?

What are your hours of operation?  
Are all locations the same? Are there different hours for support?  
Other functions?

#### How can I contact you?

Is there more than one way?  
Start with your preferred method.  
What should they expect in terms of a reply?



Contact page example

#### TIP



**It can be beneficial to put additional items on your Contact page to make it easy for visitors to connect with you or visit you.**

For example, include links to your social media platforms or a Google Map so people can easily see where you are located in case they'd like to visit.



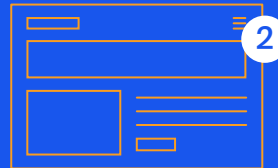
# Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.



## HOMEPAGE

Show what success looks like for someone using your product or service. This could be an image of your company team members interacting with their customers or partners, or an image representing the area you serve, or images showing your fleet of vehicles, trucks, or airplanes if applicable. Be creative yet utilize the images as an easy way to explain what your company does best!



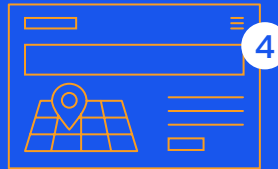
## ABOUT PAGE

Use professional images of yourself and your staff that show your personalities, and show action shots. You want people to imagine what would it be like to work with you. People should be able to easily and immediately understand what your company does and how your team members might interact with them before even contacting you.



## SERVICES PAGE

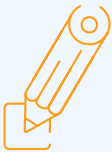
Similar to the Homepage, use images that represent how your customers or partners should expect to feel from using your services.



## CONTACT PAGE

Show your physical location, especially if it's not in an obvious place. Include an image of your location, your fleet, or anything else that is applicable to your business and makes your location feel more welcoming. Include an interactive map if applicable so it's easy for people to see exactly where you're located.





## ACTION STEPS



### Create a simple website.

Don't have a website?  
[Create one with Constant Contact](#) in minutes!



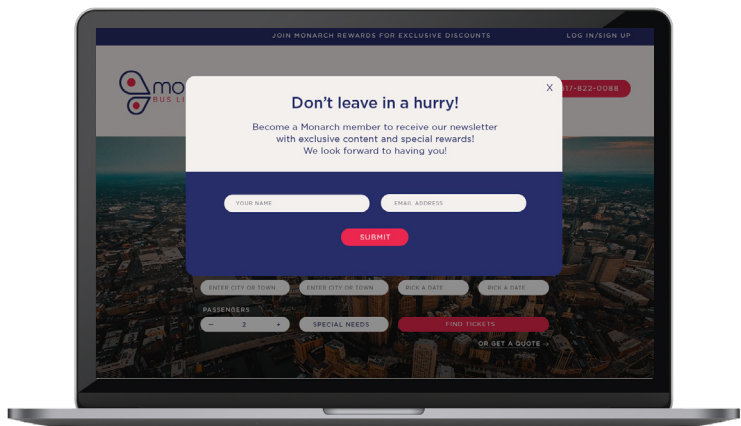
### Review your website for the appropriate pages.



### Make sure you're answering the questions suggested above.



### Add sign-up forms to your website.



MOBILE-RESPONSIVE WEBSITE

## What happens if someone visits your website and doesn't contact you or request a quote?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses — like a discount for your services, a personal tour of your facility, exclusive content, or a unique way to show support — to get more people joining your list.

**Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.**



## Email marketing: It's how you drive business.

---

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



### TIP

**Create a simple series of emails to welcome people to your email list.**

More on the following pages.



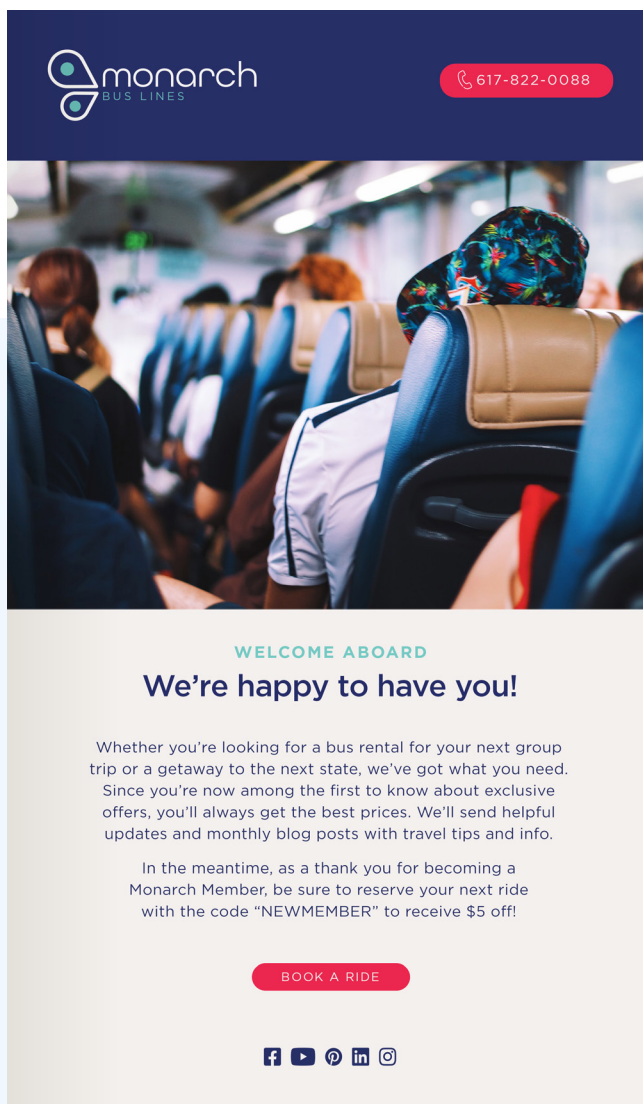
Here are two emails to include in your automated welcome series.



## WELCOME SERIES EMAIL ONE

### Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.



Welcome email example

## WELCOME SERIES EMAIL TWO

### Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you — this will most likely be on your social channels — so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

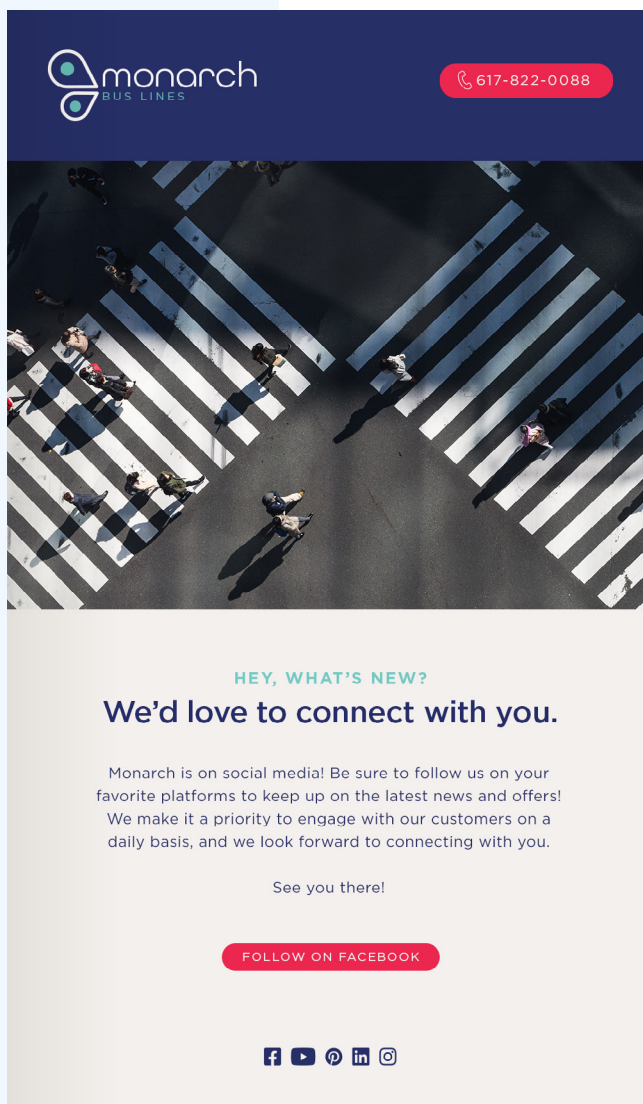
And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your business.



#### TIP

**Use email automation to save time and get new and repeat business. Need some ideas?**

[Find some here.](#)



*Let's Connect email example*



## ONGOING COMMUNICATION

### Plan on sending an email at least once a month thereafter.

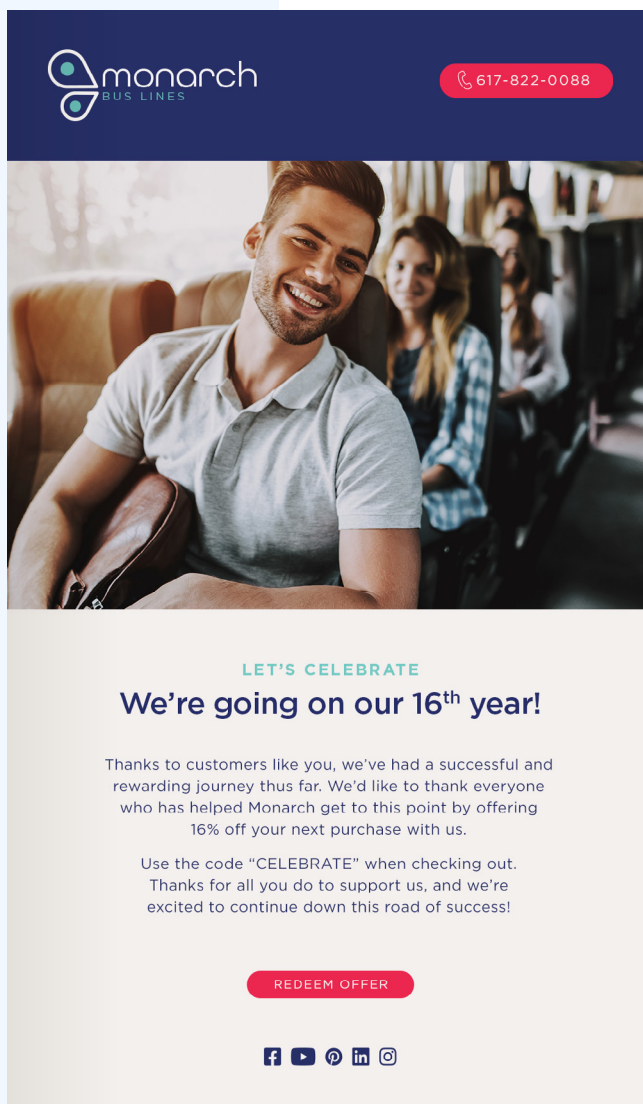
Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your business, or even those made-up marketing holidays. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.



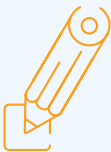
#### DID YOU KNOW?

**Constant Contact offers powerful, easy-to-use email marketing tools.**

[Find out more.](#)



*Promotional email example*



## ACTION STEPS



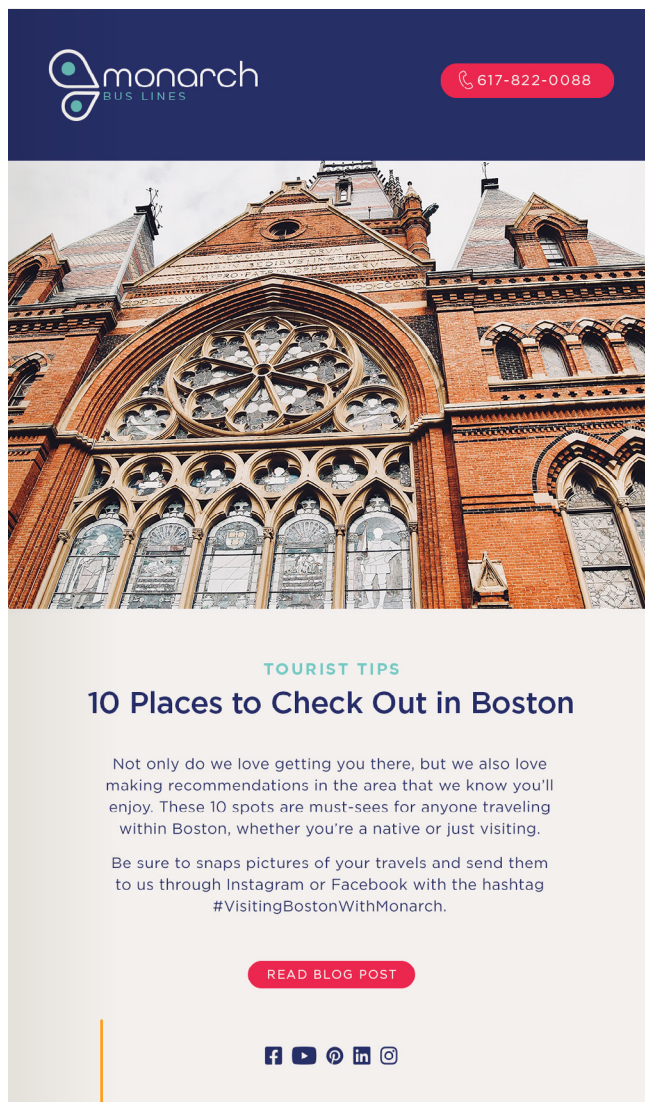
Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



*Resource email example*

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list. You can also send segmented emails — different emails to different subscribers based on their interests.





## Social media: It doesn't have to overwhelm you.

---

If you're like many of the small business owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your business name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your business. For many transportation companies, you'll at least want to be on Facebook, Instagram, and LinkedIn. It would also be a huge plus marketing-wise if you made short videos and put them on YouTube.

Ideally, choose a primary social channel based on the customers you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your business. The idea is to try your best to determine which social media channels your customers and prospective customers use the most, and then get on those channels and regularly produce relevant content.

Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise. You can also share your own perspective on important issues in your industry that your customers would benefit from being aware of.



### TIP

**Choose the right social media platform for your business.**

[Find out how.](#)

## Each social channel also has its own personality.

You should *not* be posting the exact same thing on every channel. You can use the same theme but modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

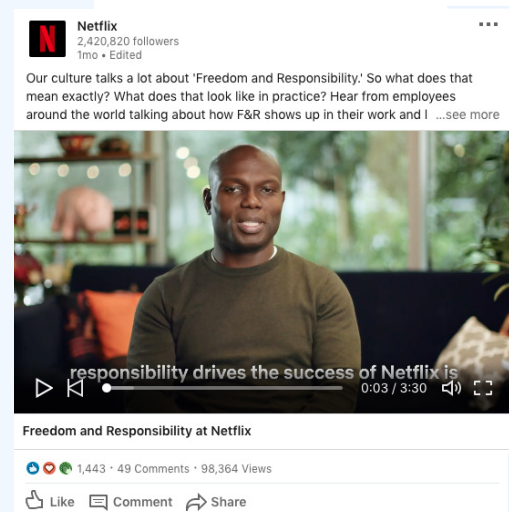
The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Now let's take a look at each channel's personality.



Netflix Facebook post



Netflix LinkedIn post

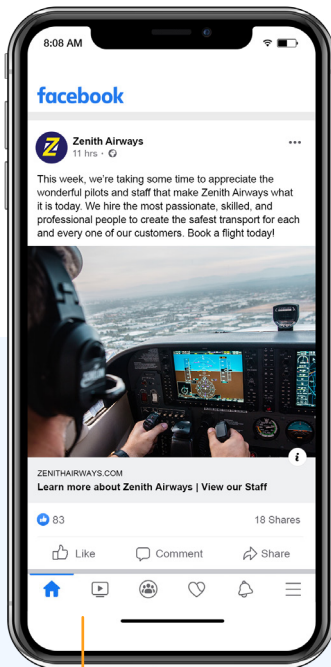
Netflix LinkedIn post



## EACH SOCIAL CHANNEL IS UNIQUE

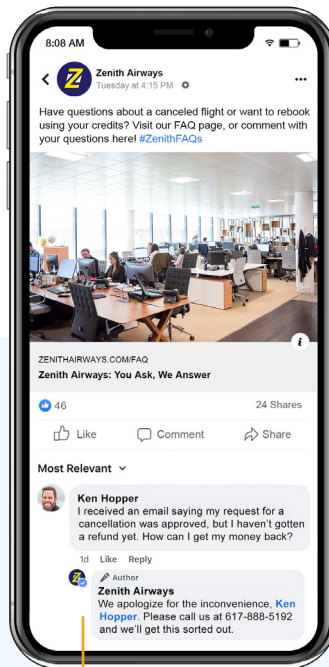
### Facebook

In the news feed, you'll be competing with friends, family, competitors, and news headlines.



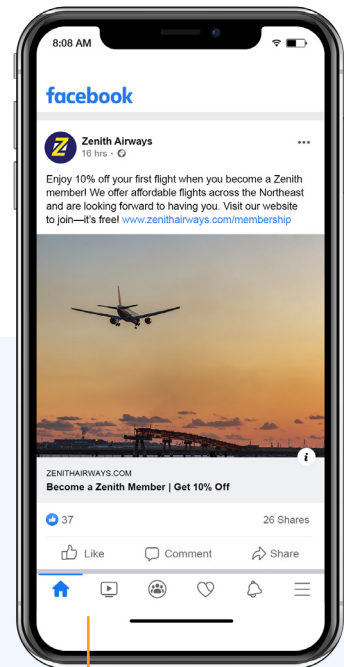
#### AWARENESS

Highlight your team, equipment, and the experience customers can expect to have with your company.



#### CUSTOMER SERVICE

Respond to questions from potential customers to provide a good experience, answer questions they may have and be transparent about what your company is doing to address their needs.



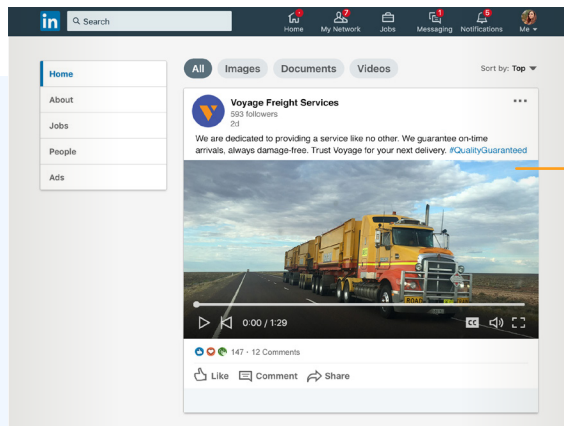
#### DRIVING ACTION

Drive sales by letting people know about upcoming offers and offer incentives for taking action.

## EACH SOCIAL CHANNEL IS UNIQUE

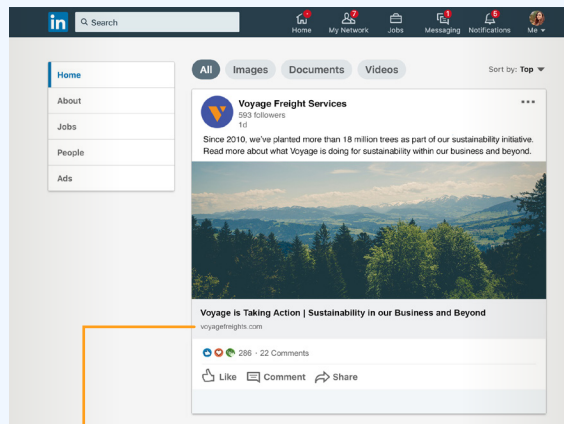


More of a professional network. Great for business-to-business communications.



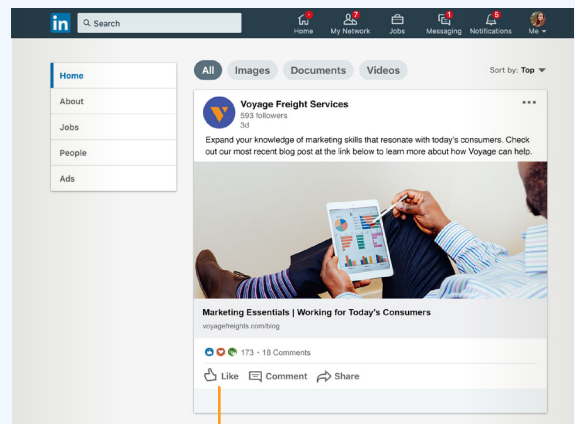
### AWARENESS

Share a video about the benefits of using your company or a new program you're running.



### EDUCATION

Educate your customers on current events and how you're participating or responding in a positive way.



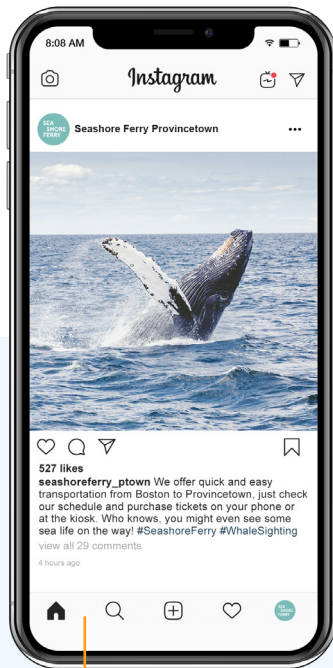
### DRIVING ACTION

Send people to your website to get more information or book your services.

## EACH SOCIAL CHANNEL IS UNIQUE

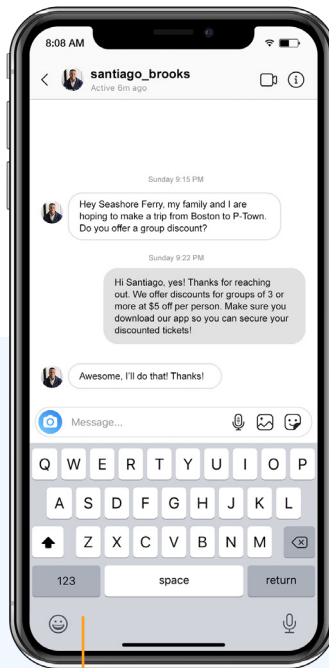


A highly visual network. Let people see what's happening with your business.



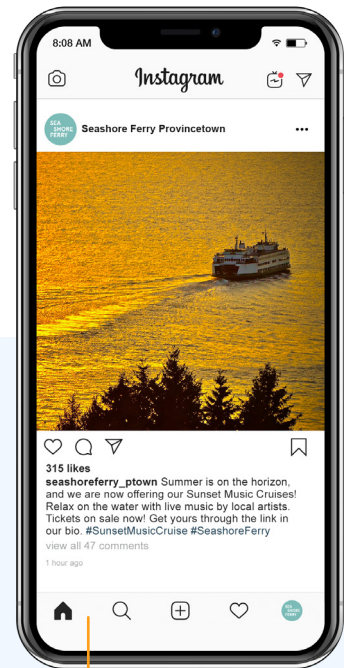
### AWARENESS

Highlight pictures of your team, services or equipment.



### CUSTOMER SERVICE

Interact with your potential customers and let them know what's happening with your business.



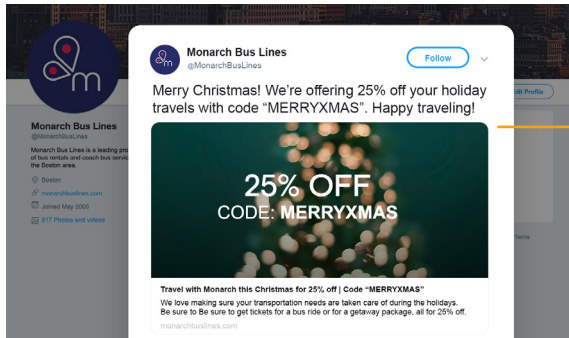
### DRIVING ACTION

Send people to your website with a link in your bio or by offering a discount.

## EACH SOCIAL CHANNEL IS UNIQUE



Public news feed of what's happening now.



### AWARENESS

Let followers know about your current events.



### CUSTOMER SERVICE

Make sure to respond to questions and advise of new policies that will benefit them.



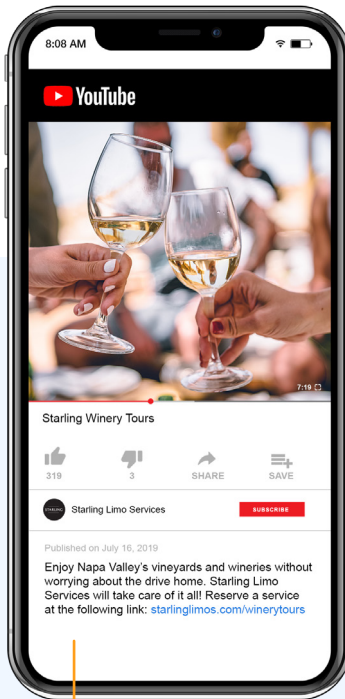
### DRIVING ACTION

Let followers know how to take advantage of special offers, deals and discounts.

## EACH SOCIAL CHANNEL IS UNIQUE

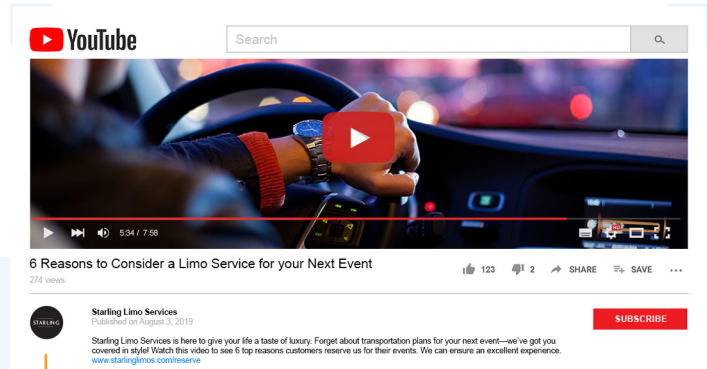


Video content that's educational and entertaining.



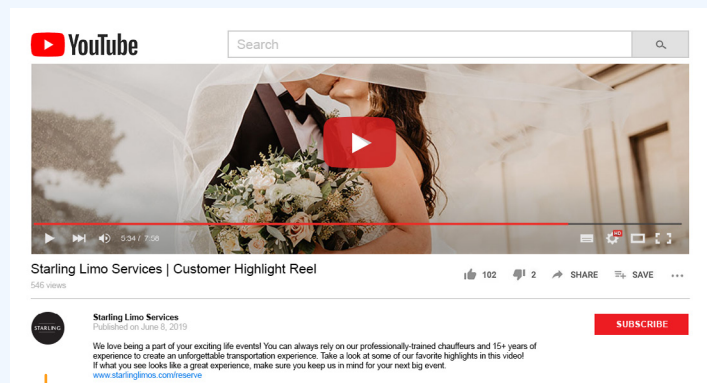
### DRIVING ACTION

Create compelling content that facilitates action, whether it's using your service or donating to a worthy cause.



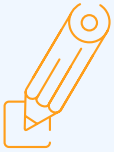
### EDUCATION

Offer your customers useful information and advice.



### AWARENESS

Create awareness of the brand, why it is special and what differentiates it.

**ACTION STEPS**

**Determine which social channel makes the most sense for your business.**



**Set business goals for this primary channel across these categories.**

- Awareness
- Education
- Customer service
- Driving action



**Create a plan for this channel to reach your business goals.**

**DID YOU KNOW?**

**Want to know more about social media marketing?**

[Get started with our Social Quickstarter.](#)

**Keep focused on how social media can help you with business goals such as awareness, education, customer service, and driving action.**

---

Engage with people on social media so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



**Don't forget social media isn't the only place where people may find and engage with your business.**

# 4



## Listings and review sites: Provide accurate information and respond appropriately.

---

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

As the business owner, you're able to take control of these listings by claiming them – which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose business.



### TIP

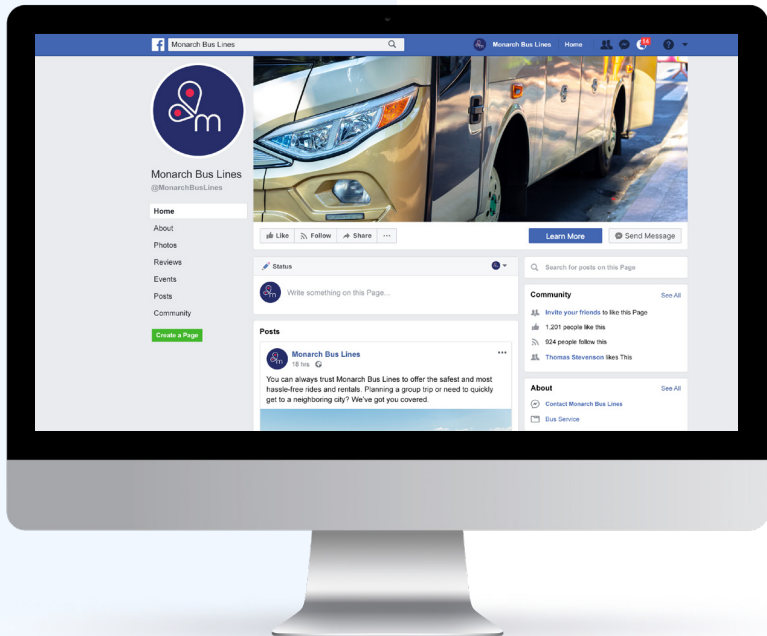
**Once you've claimed a listing, you're able to update the information on those pages for accuracy.**





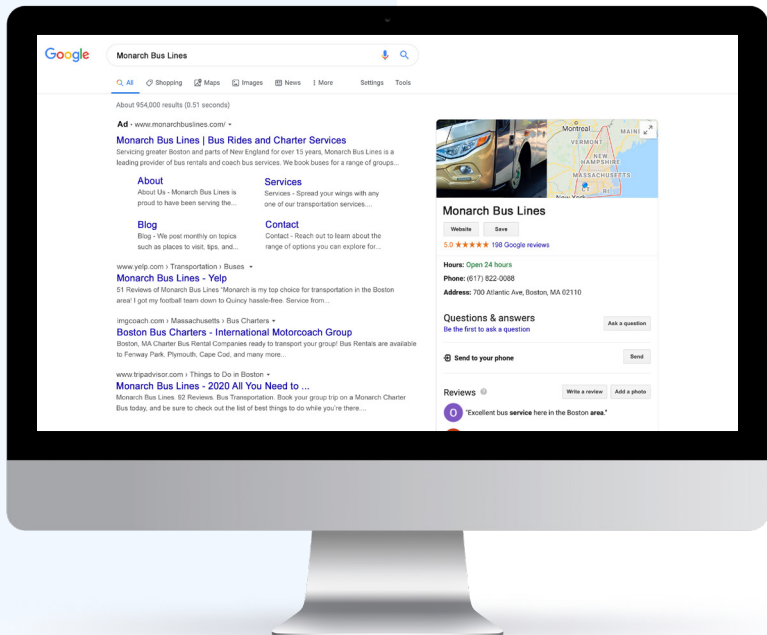
## Facebook Business Page

Your Facebook page should provide all the correct information about your business.

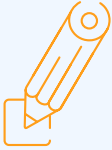


## Google My Business Profile

Claim your Google My Business profile to take advantage of the prime placement in Google search results.







## ACTION STEPS

At a minimum, claim your Facebook business page, Google My Business profile, and Yelp listing.

And if there are additional listing websites important in your industry, claim your business' information there too.

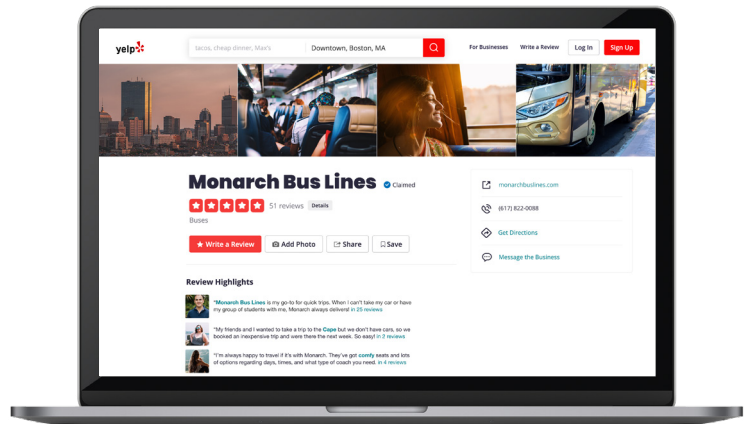
The more listing websites you are on, the better!

Make sure all information is correct on all sites and always update it immediately if it changes.



## DID YOU KNOW?

Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.



## Yelp Page

Many people use sites like Yelp to find businesses around them. The more robust your listing, the better your chances are of standing out amongst competitors.



At the very least claim your Facebook business page, Google My Business profile, and Yelp page. And if there are other listing sites important in your industry, claim your business' information there too.

# 5



## Create content: Increase your chances of getting found, drive more traffic to your website, and stay connected with your audience to create brand loyalty.

---

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who will also share your content.

This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

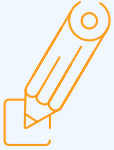
Having a blog as a part of your website makes it easy to add content, or posts to your website on a regular basis. Whereas your website contains information about products and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers.

In the transportation industry, you might include blog posts to discuss the best routes and modes of transportation, current events that might be affecting the industry such as changes in fuel costs, tips and tricks to make the shipment of goods or transportation of people a pleasant experience, and advising your customers and prospective customers of new products or services.



### DID YOU KNOW?

**A blog allows you to create helpful content for your audience directly.**

**ACTION STEPS**

**Add a blog to your website domain.**



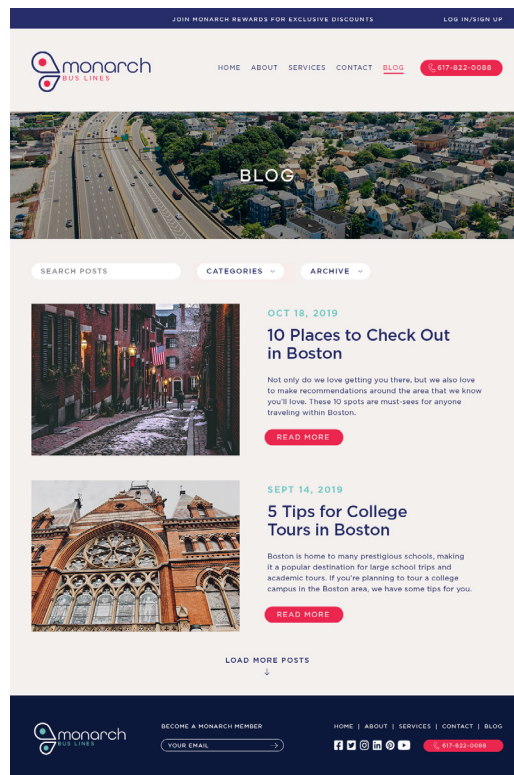
**List the top questions you get from prospects and customers.**



**Create a calendar to regularly publish content that answers those questions.**

## Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.





## How to amplify your efforts.

---

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results. In many cases, you'll have to pay to reach people.

**That's not bad. You just want to do it in a smart way.**



## Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

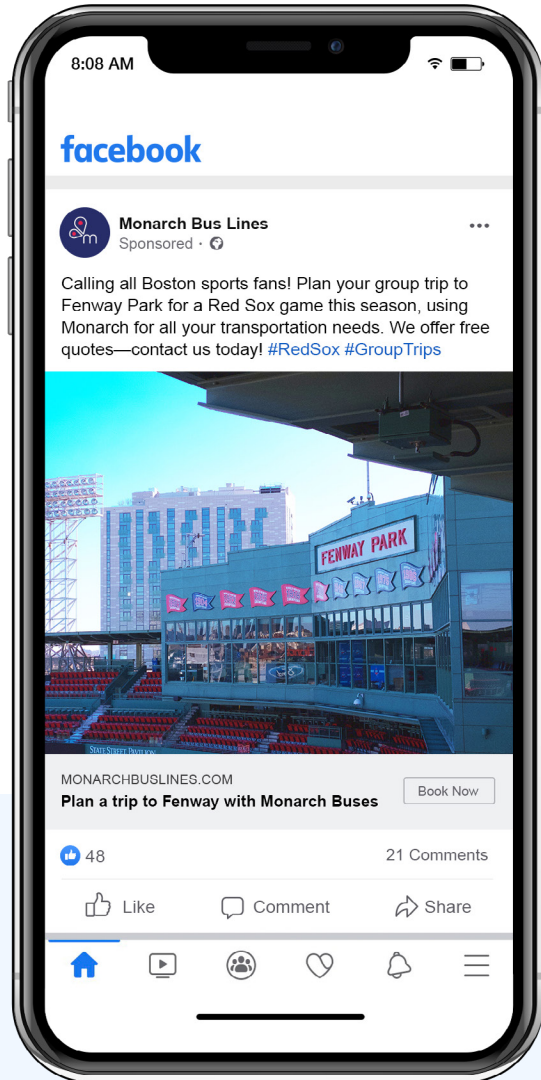
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.

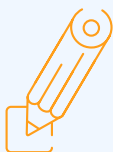
### DID YOU KNOW?



**Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.**

[Find out more.](#)





## ACTION STEPS

✓  
**Set aside a budget of \$300/month to experiment with paid advertising.**

✓  
**Drive traffic to top-performing pages on your website.**

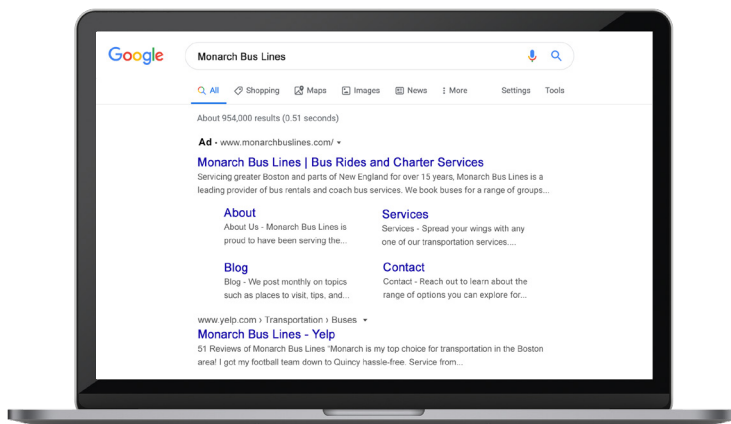
✓  
**Use ads to get new signups for your email list.**



## DID YOU KNOW?

**Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.**

Find out more about growing your business with [Google Ads from Constant Contact](#).



## Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

## How much should you spend on ads?

When you're first getting started create an ad budget for both social media ads and Google Ads, and set aside the amount in your monthly budget for testing on each platform you decide to run ads on. Advertising budgets vary widely based on the size of the company. Generally, an initial ad budget of at least \$10/day (or \$300/month) allows you to experiment with several platforms to see what works best before you decide to commit more funds to one or more of the platforms.

Depending on the business, the cost-per-click can vary, so you want to ensure you allocate enough funds to cover at least several "clicks" through to your website so you can then analyze the results in terms of what's working best after a few weeks. The majority of ad platforms, whether on search engines or social media, provide an estimated cost per click that is generally accurate, so you'll want to take their recommendations into consideration when creating the initial campaign. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more business.



# How it all comes together

**Now that you have a better sense of how consumers are finding businesses online and the tools you'll need to position yourself for success.**

**How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.**

## Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

## Experience

Wherever your prospective customer is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

## Entice

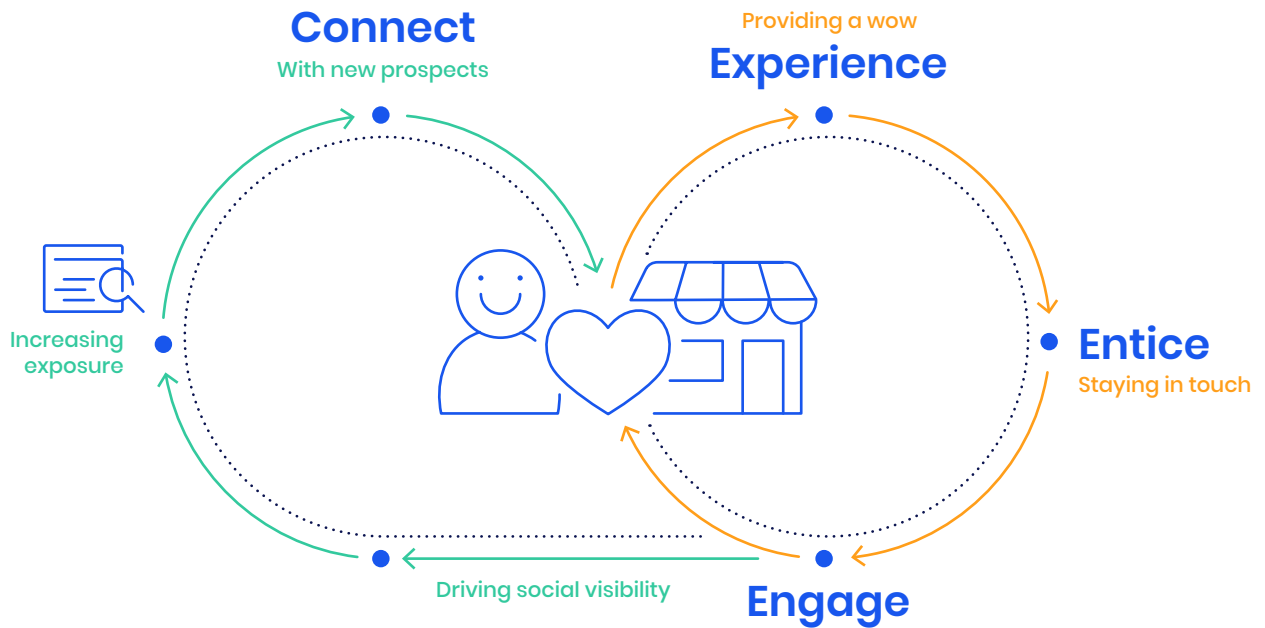
At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

## Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and brings more people to your door.





When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

#### And that's how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a small business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and social visibility that brings new customers through the door.

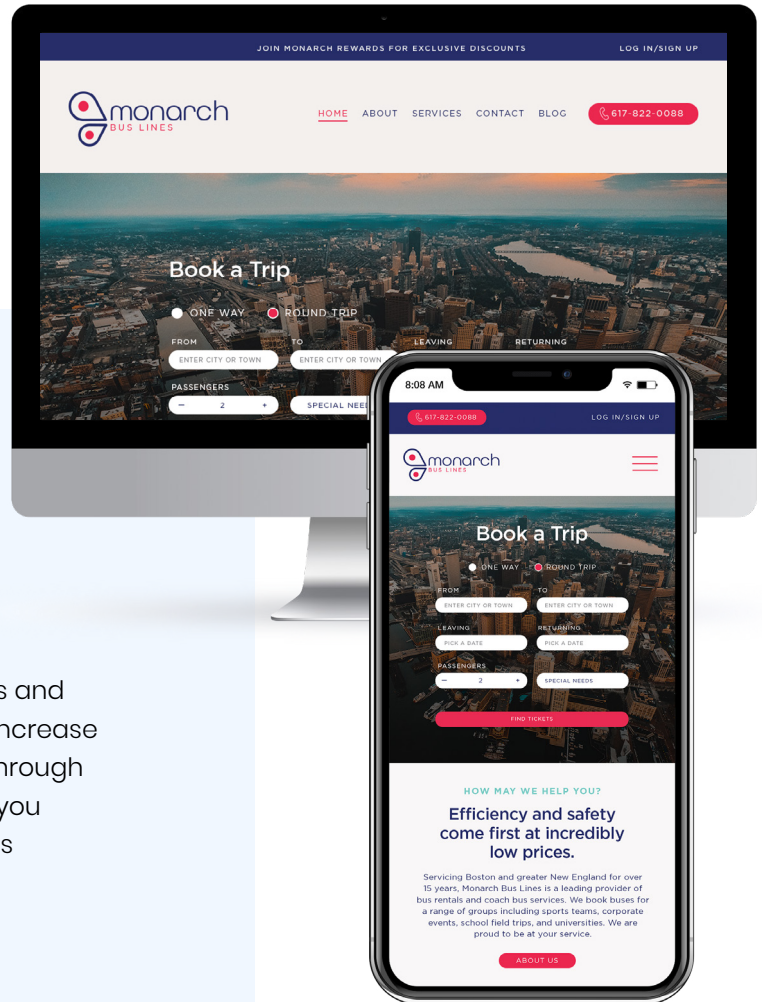
## TO RECAP

Here's how you  
can take action:



Create a mobile-responsive website as a resource for potential customers.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



## TO RECAP

Here's how you  
can take action:



## Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.

The screenshot displays the Monarch Bus Lines website. At the top, there's a navigation bar with links for 'JOIN MONARCH REWARDS FOR EXCLUSIVE DISCOUNTS' and 'LOG IN/SIGN UP'. A phone number '17-822-0088' is also visible. A prominent modal window titled 'Don't leave in a hurry!' is centered, encouraging visitors to become Monarch members to receive a newsletter with exclusive content and special rewards. The modal includes input fields for 'YOUR NAME' and 'EMAIL ADDRESS', and a 'SUBMIT' button. Below the modal, there's a search section with fields for 'ENTER CITY OR TOWN', 'RIDE A DATE', and 'FIND TICKETS'. A 'PASSENGERS' dropdown menu is set to '2', and there's a 'SPECIAL NEEDS' button. A link 'OR GET A QUOTE' is also present. The main content area features the heading 'HOW MAY WE HELP YOU?' followed by the text 'Efficiency and safety come first at incredibly low prices.' and a description of Monarch Bus Lines' services. An 'ABOUT US' button is located below this text. A section titled 'There's a lot to enjoy about our fleet.' lists amenities: 'POWER OUTLETS', 'RIDE TRACKER', 'FREE WIFI', and 'EXTRA LEGROOM', each with a corresponding icon. To the right of this list is a photo of the interior of a bus. At the bottom, a section titled 'WHERE DO YOU NEED TO GO?' states 'We offer a range of transportation options from coach bus services to charter bus rentals.' and provides a brief description of their services. A 'SEE ALL SERVICES' button is at the bottom of this section.

## TO RECAP

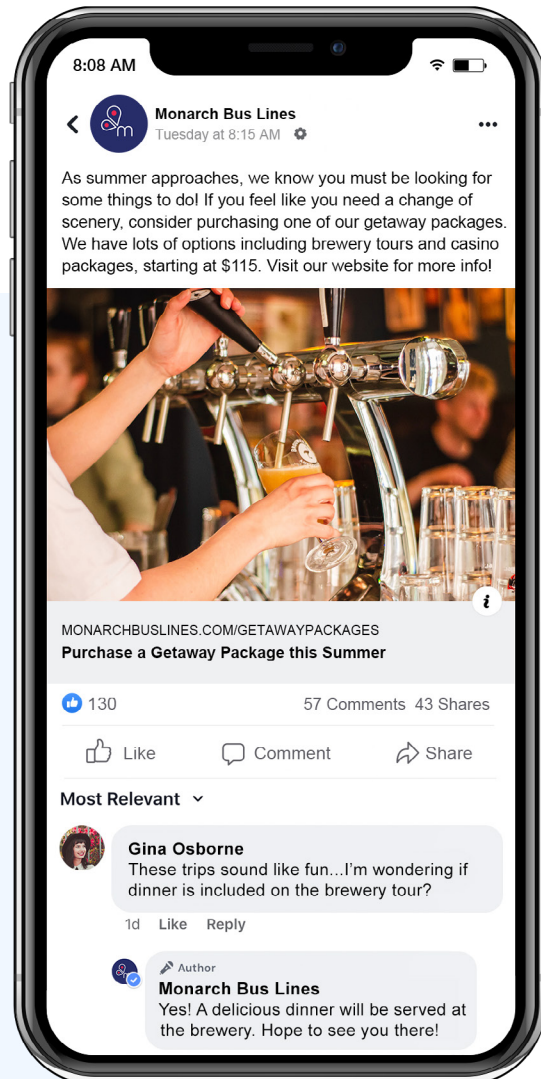
Here's how you  
can take action:



## Interact and engage on social.

**Remember it's called social  
media for a reason.**

Social works best when you're not just asking people to purchase your products. Use social to generate awareness, support customer service, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



## TO RECAP

Here's how you  
can take action:



## Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

The screenshot shows a Yelp profile for "Monarch Bus Lines" in Boston, MA. The profile is marked as "Claimed" and has a 4.5-star rating from 51 reviews. Below the profile, there are buttons for "Write a Review", "Add Photo", "Share", and "Save". A section titled "Recommended Reviews" displays a review by Jacob Marsh, who gave the business 5 stars and wrote a positive comment about the driver's service. Below the review, there is a response from Rachael Garner of Monarch Bus Lines, thanking Jacob for his feedback.

bus transportation, rentals

Restaurants ▾ Home Services ▾ Auto Services ▾ More ▾

**Monarch Bus Lines** ✓ Claimed

★★★★★ 51 reviews Details

Buses

★ Write a Review Add Photo Share Save

**Recommended Reviews**

Search within reviews Sort by **Yelp Sort** ▾

**Jacob Marsh**  
Boston, MA  
19 friends  
3 reviews

★★★★★ 7/16/2019

I caught my bus last minute from South Station and the driver was still happy to help me with my bags and get me seated. The customer service skills were excellent. The driver drove safely and we actually arrived 15 minutes early to our destination!

**Comment from Rachael Garner of Monarch Bus Lines**  
Jacob, thank you for sharing your positive experience with us! We appreciate you choosing Monarch Bus Lines, and we hope to see you again soon!

## TO RECAP


**Here's how you  
can take action:**



**Use email marketing  
to provide exclusive,  
helpful, and  
promotional content.**

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you. They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information they won't receive in other places. Email can also drive action on your social channels.

617-822-0088




### TOURIST TIPS

## 10 Places to Check Out in Boston

Not only do we love getting you there, but we also love making recommendations in the area that we know you'll enjoy. These 10 spots are must-sees for anyone traveling within Boston, whether you're a native or just visiting.

Be sure to snap pictures of your travels and send them to us through Instagram or Facebook with the hashtag [#VisitingBostonWithMonarch](#).

[READ BLOG POST](#)





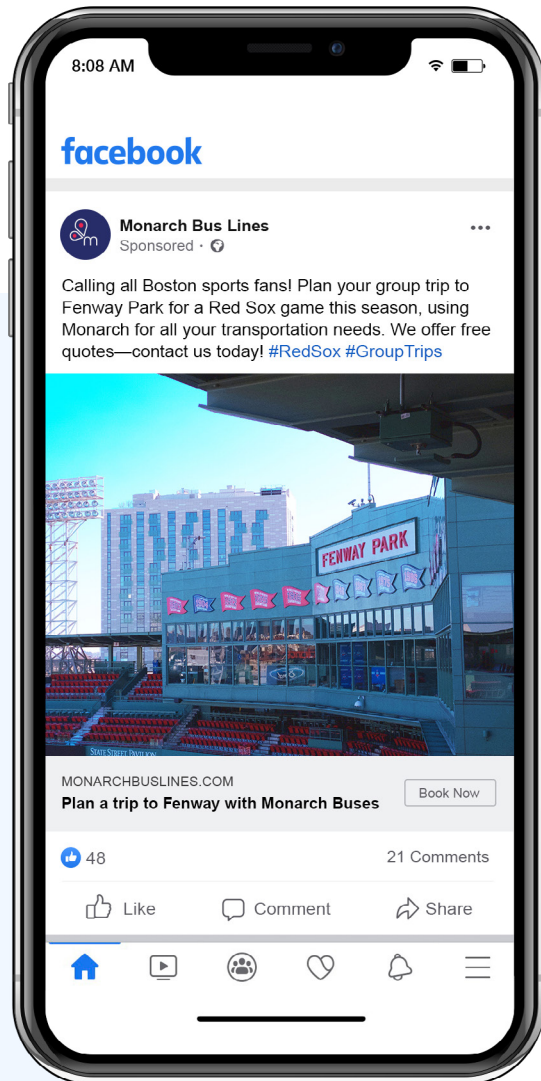
## TO RECAP

Here's how you  
can take action:



## Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.



# How will you know your online marketing efforts are working?

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There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

## Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you to request a quote or discuss your services?
- Are people making purchases?

## How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

### REMEMBER

**Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.**

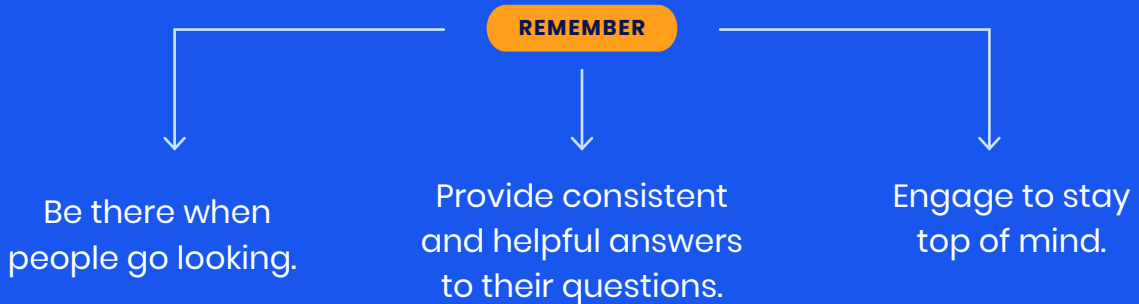
- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.





# How online marketing can work for you

**With your knowledge of how to make  
online marketing work for your business,  
you're ready to take those next steps.**



By doing these things you'll get the word out about your business, drive more people to your website, and do more business.

---

**You've got this. You've got us.**

**CONSTANTCONTACT.COM**

## Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

**(888) IDK-MKTG**  
**(888) 435-6584**

|   |                           |                          |
|---|---------------------------|--------------------------|
| Do you have a logo for your business?   | <input type="radio"/> YES | <input type="radio"/> NO |
| Do you have a domain name?  | <input type="radio"/> YES | <input type="radio"/> NO |
| Do you have a website?  | <input type="radio"/> YES | <input type="radio"/> NO |
| Is it mobile responsive?  | <input type="radio"/> YES | <input type="radio"/> NO |
| Does it include at least these four pages?  |                           |                          |
| <i>Homepage</i>   | <input type="radio"/> YES | <input type="radio"/> NO |
| <i>About Page</i>   | <input type="radio"/> YES | <input type="radio"/> NO |
| <i>Services Page</i>  | <input type="radio"/> YES | <input type="radio"/> NO |
| <i>Contact Page</i>   | <input type="radio"/> YES | <input type="radio"/> NO |
| Are you answering the appropriate questions for visitors on each page?                      | <input type="radio"/> YES | <input type="radio"/> NO |
| Are you using the appropriate imagery and photography throughout your site?                 | <input type="radio"/> YES | <input type="radio"/> NO |
| Do you have a way to capture email addresses from your website?                             | <input type="radio"/> YES | <input type="radio"/> NO |
| Are you offering something of value in exchange for an email address?                       | <input type="radio"/> YES | <input type="radio"/> NO |
| Have you ever run an SEO audit on your website?   | <input type="radio"/> YES | <input type="radio"/> NO |
| <b>Are you using an email marketing tool to stay in touch with customers and prospects?</b> | <input type="radio"/> YES | <input type="radio"/> NO |
| Do you have a Welcome Series ready to automatically go out to new subscribers?              | <input type="radio"/> YES | <input type="radio"/> NO |
| Do you have a written plan to send an email at least once a month?                          | <input type="radio"/> YES | <input type="radio"/> NO |
| Do you have any ideas for other emails you may want to automate?                            | <input type="radio"/> YES | <input type="radio"/> NO |

|  |   |                          |
|--|---|--------------------------|
| <b>Are you using social media channels for your business?</b>                                  | <input type="radio"/> YES   | <input type="radio"/> NO |
| Have you reserved your business name on the major social channels?                             | <input type="radio"/> FACEBOOK<br><input type="radio"/> LINKEDIN<br><input type="radio"/> INSTAGRAM<br><input type="radio"/> TWITTER<br><input type="radio"/> YOUTUBE |                          |
| Have you chosen one channel as your primary area of focus?                                     | <input type="radio"/> YES   | <input type="radio"/> NO |
| Are you engaging with people trying to interact with your business on this channel?            | <input type="radio"/> YES   | <input type="radio"/> NO |
| Have you set business goals for your social activity across these categories?                  |   |                          |
| <i>Awareness</i>   | <input type="radio"/> YES   | <input type="radio"/> NO |
| <i>Education</i>   | <input type="radio"/> YES   | <input type="radio"/> NO |
| <i>Customer Service</i>  | <input type="radio"/> YES   | <input type="radio"/> NO |
| <i>Driving Action</i>  | <input type="radio"/> YES   | <input type="radio"/> NO |
| Do you have a written social plan to achieve those goals?                                      | <input type="radio"/> YES   | <input type="radio"/> NO |
| <b>Have you identified the listings and review sites that are important for your business?</b> | <input type="radio"/> YES   | <input type="radio"/> NO |
| Have you claimed your business on these listings and sites?                                    |   |                          |
| <i>Google My Business</i>  | <input type="radio"/> YES   | <input type="radio"/> NO |
| <i>Facebook</i>  | <input type="radio"/> YES   | <input type="radio"/> NO |
| <i>Yelp</i>  | <input type="radio"/> YES   | <input type="radio"/> NO |
| <i>Other Listings</i>  | <input type="radio"/> YES   | <input type="radio"/> NO |
| Have you confirmed the information is accurate on these sites?                                 | <input type="radio"/> YES   | <input type="radio"/> NO |
| Are you engaging with people on these platforms?   | <input type="radio"/> YES   | <input type="radio"/> NO |

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**Do you have a way to easily create content on your website such as a blog?**

☐ YES

☐ NO

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Have you made a list of commonly asked questions from your prospects and customers?

☐ YES

☐ NO

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Do you have a written plan to publish answers to those questions on a consistent basis?

☐ YES

☐ NO

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**Are you currently doing any paid advertising?**

☐ FACEBOOK

☐ INSTAGRAM

☐ GOOGLE

☐ OTHER

---

Have you set aside a small budget to test your paid advertising efforts?

☐ YES

☐ NO

---

Do you have a written plan for paid advertising efforts?

☐ YES

☐ NO

---

**Do you have a key metric that's important for your business?**

☐ YES

☐ NO

---

**Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business?**

☐ YES

☐ NO

---

Are more people visiting your website?

☐ YES

☐ NO

---

Are more people joining your email list?

☐ YES

☐ NO

---

Are more people contacting you?

☐ YES

☐ NO

---

Are more people making purchases?

☐ YES

☐ NO

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Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed — all in one place.



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