

# My Biz Ranking



## **Local Business Growth Club Membership**

[My Biz Ranking](#)

You could spend countless hours trying to figure out all of these digital marketing best practices for yourself... or let us do what we love - helping you be successful online !

# Digital Marketing for Small Biz



## The New Normal – The Digital Marketplace

The group of potential customers that are found **online is a much larger** group of people than you are likely to be able to attract locally.



Using **digital marketing**, you can reach an enormous audience in a way that is both cost-effective and measurable.

No small business, no matter how new or how small, should overlook **this vast marketplace**.



People are already searching online for local businesses. I bet you have searched for a business "near me" or "around here" yourself. Here is the bummer - your competitors business ranking on Google may be ranking higher or be more attractive than yours. (This makes us sad)

# The Easiest Way to Grow Local



## Digital Marketing vs Traditional Marketing

### Benefits to Digital Strategy:

- **Exposure** to more potential buyers
- **Connect** with them where they already are
- **Potential Clients find you** instead of you finding them
- Gives you an **edge on the competition**



Marketing is complicated and resource intensive.

Which is why big companies, with big resources, tend to excel at it and smaller businesses, with fewer resources, often fail.

# Just Imagine How Valuable it is



## What a difference a digital strategy can make

### Businesses with an optimized Google My Business listing effectively

- **Rank higher** in Google Maps and Web searches
- Earn the **trust and loyalty** of their audience
- Leverage **FREE advertising** opportunities on platform
- **Increase** traffic and sales
- Build and increase **engagement** with their audience
- Generate **more ROI** in their marketing efforts



With the days of phone books in our past, businesses are moving their local marketing efforts online—which is a good thing!

Not only does it make your business easier to find, but, with online directories such as Google My Business, you can reach potential customers that would otherwise have to drive by or look you up in the prehistoric Yellow Pages.

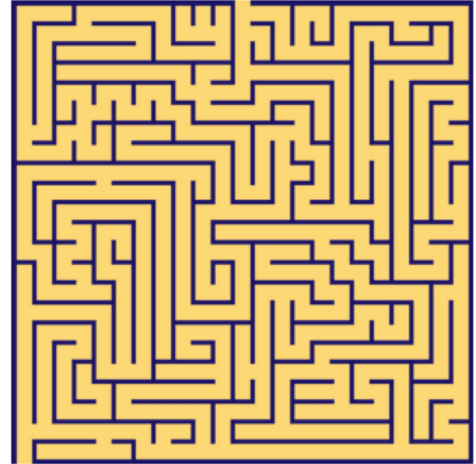
# What Stops Small Biz Owners



The reason why you need our Agency to be your growth hero

## Most Small Biz Owners Don't Have

- The **energy** to focus on marketing strategies and campaigns
- The **time** to dedicate to educating themselves on available options
- The marketing **focus** to stay consistent in their efforts
- A determined and reasonable **budget**
- Up to date insight on the latest **trends and tools**



It is very common today to find small businesses that have no marketing dedicated employees.

And sadly, even if they do have 1 or 2 people devoted to marketing the company and generating leads, no matter how competent those people may be, it is nearly impossible to have all the marketing, technology and analytics expertise in-house that's needed to grow revenue today.

# How We Make it So Easy



**A one stop shop – done for you solution – My Biz Ranking**

## We build our strategy around growing your Search Authority

- Of the 77% of smartphone users who use navigation apps on a regular basis, two-thirds turn to Google Maps. This is six times more than the second-most popular app, Waze.
- Through its Maps platform, Google has achieved a seamless digital transition between local search and local business. This has made maintaining accurate company listings critical for owners, particularly in an age of mobile, on-demand lifestyles.
- Nearly 25% of shoppers (and growing) go straight to their smartphones to begin their experience, and 90% of them aren't sure what business they'll use before they begin searching.



We help you retain ownership of your online presence, continue ongoing optimization as advances in opportunities approach and keep an eye on progress and needs for the long haul - it is like having a digital online real estate property manager.

We are the Digital Marketing Agency that will keep you at the top of your local business listing ranking game.

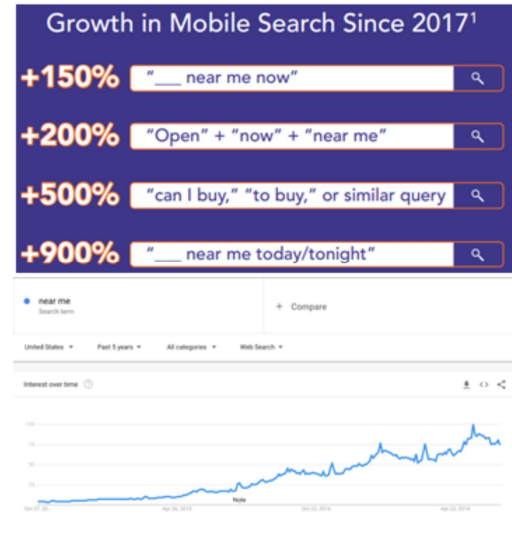
# How We Make it So Easy



**A one stop shop – done for you solution – My Biz Ranking**

## We build our strategy around growing your Search Authority

- In less than 15 years, Google Maps has evolved from a digital directions provider to an information hub for local business.
- Google Trends data shows the dramatic increase in "near me" search queries providing businesses with an opportunity to target potential customers seeking a local business.



Hiring our Agency to maintain your business listings means that you will be getting a marketing partner who is focused on bringing customers, clients, leads (or whatever you call the people who pay you for your contribution to the world and keep your doors open).

Unfortunately, in our fast paced online environment these days, your online search engine ranking and presence is not a "once and done" kind of a thing. Some local small business owners try to manage this themselves or make a valiant effort to optimize their Google Listings and search rankings themselves. That is a recipe for getting blown away by your online competitors.

# Why We Are So Worth it



**What's Included** - Local Growth Club Membership

## Included Products



Customer Voice



Listing Builder



Reputation Management

- **Customer Voice Lite** - We do the heavy lifting for you, by gathering customer experiences to boost online rating star power and drive more business. (up to **15 review requests** per month)
- **Listing Builder Lite** - We establish accurate business listings and appear in more places across the web. (up to **4 social profiles** - GMB, Facebook, Instagram, Twitter - plus a bonus listing\*)
- **Reputation Management Lite** - We monitor what people are saying about you online and improve your visibility in local search. (up to **15 managed reviews** per month)

Growing your business requires new clients. New clients means more work, which means increased staff. My Biz Ranking makes it easy for you to acquire new clients without needing to increase your staff, by easily outsourcing your local marketing work to us.

Businesses need a robust end-to-end platform that enables them to grow revenue. To meet complex and constantly-evolving customer needs, businesses also need access to new digital products that can be easily integrated into their marketing efforts at the speed their clients demand, without concern for technical barriers and complications.



# Why We Are So Worth it



**What's Included -** Local Growth Club Membership

## Included Services

- **Google My Business Optimization** – We continuously **monitor and optimize** your listing – making sure that it is in compliance with Google's guidelines.
- **Google My Business Posts** – We post images and text to your listing that increase engagement and views. (up to **1 post per week** – information, event, offer, etc.)
- **Google My Business Questions and Answers** – We post customer relevant questions with answers to your profile that reduce listing bounce. (up to **1 Q&A set per week**)
- **Performance Reporting** – We provide you a progress report that gives you insight to your online impact and opportunities for growth. (up to **1 Executive Report** per month)
- **Industry Specific Citations** – We research both local and national placement sites that are specialized to reach your target audience. (up to **1 new citation per month** if available)

Google My Business can improve your businesses visibility through local SEO, give you opportunities to connect with new audiences, and help you understand online customer behavior surrounding your business.

While there is a degree of time and effort involved in professionally maintaining your listing, the benefits of Google My Business far outweigh the investment required to get started.

So is Google My Business right for your business? Definitely !!

# Why We Are So Worth it



**What's Included** - Local Growth Club Membership

## Included Services

- **Competition Watch and Report** – We monitor your competitors Google listings for inappropriate behavior and report when necessary (up to **1 competitor report per month**)
- **Radius Recognition** – We add surrounding city pages to your agency listing that increases searchability outside your physical location – (up to **1 city page per quarter**)
- **Review Booster Kit** – We provide you marketing material and training documentation that you can share with your audience to boost review rates. (up to **1 Booster Kit** per quarter)
- **Marketing Strategy Sessions** – Together we create a Local Growth Strategy specific to your business needs and goals and review progress. (up to **1 Strategy Session** per quarter)
- **Premium Support** – We are only an email, phone call, message or text away and ready to respond to your questions or concerns (**highest priority response** protocol)

## Outsource your work to our team

Small and medium businesses look to us to help them with their digital needs, because many local businesses just don't have the time or horsepower to scale up and provide a wide range of managed digital marketing services.

Let our in-house marketing strategists and content creators take care of your marketing strategy.

# Why We Are So Worth it



**What's Included** - Local Growth Club Membership

## How Much Should All Of These Benefits Truly Cost?

- Customer Voice Lite - **\$49 per month**
- Listing Builder Lite - **\$49 per month**
- Reputation Management Lite - **\$69 per month**
- Competition Watch and Report - **\$49 per month**
- Google My Business Optimization - **\$199 per month**
- Google My Business Posts - **\$89 per month**
- Google My Business Q&A - **\$49 per month**
- Performance Reporting - **\$49 per month**
- Industry Specific Citations - **\$49 per month**
- Radius Recognition - **\$149 per quarter**
- Review Booster Kit - **\$69 per quarter**
- Marketing Strategy Sessions - **\$249 per quarter**
- Premium Support - **\$29 per month**



And honestly  
that is a  
conservative  
number

We discover and easily package all of the digital products you need to be successful in the digital marketplace.

Including the most popular and profitable boosting marketing solutions that every local business needs.

# Why We Are So Worth it



**What's Included** - Local Growth Club Membership

## How Much Will You Pay if You Sign Up Today ?

- Customer Voice Lite - \* INCLUDED \*
- Listing Builder Lite - \* INCLUDED \*
- Reputation Management Lite - \* INCLUDED \*
- Competition Watch and Report - \* INCLUDED \*
- Google My Business Optimization - \* INCLUDED \*
- Google My Business Posts - \* INCLUDED \*
- Google My Business Q&A - \* INCLUDED \*
- Performance Reporting - \* INCLUDED \*
- Industry Specific Citations - \* INCLUDED \*
- Radius Recognition - \* INCLUDED \*
- Review Booster Kit - \* INCLUDED \*
- Marketing Strategy Sessions - \* INCLUDED \*
- Premium Support - \* INCLUDED \*



We are here to partner with you to maintain your online presence and keep you interacting with your customers online - at your best.

We keep your digital real estate optimized for maximum return on investment and continuously look for opportunities to expand your reach online.

We also like looking at website analytics, Google traffic charts and graphs and crunching search engine optimization data to make sure that your customers find you and don't get distracted by the competition online.

# Why We Are So Worth it



**LIMITED ONE TIME OFFER** - Get These BONUSSES Today

**INCLUDED BONUSES – If You Join Within 48 hours \***



Add On  
**Listing Broadcaster**

(normally ~~\$39 per month~~)

**\* INCLUDED \***

**We Broadcast Your Accurate Business Information and Repair Inaccurate Business Listings Across The Internet**

Add On  
**Reputation Essentials**

(normally ~~\$79 per month~~)

**\* INCLUDED \***

**We add SEO Citations, Competition Watch, Internet Mentions and Listing Statistics.**

**STILL ONLY**  
**\$349**  
per month

\* 3 Month Minimum

You could spend countless hours trying to figure out all of these digital marketing best practices for yourself... or let us do what we love - helping you be successful online !

We are so convinced that we can help you, that we wanted to throw in these Level UP Bonuses to your Local Growth Club Membership just to give you the extra incentive to take this important step for your business.

The truth is you know you need to do something about this reality for your business growth and we want to prove to you that you can trust us and rely on our commitment and support.

# Why We Are So Worth it



**Let's Talk ROI** - How Much is a Single Customer Worth

## A Simple Example Formula to Determine Customer Value

FORMULA	EXAMPLE
Average Customer Sale Per Visit	\$30
+	+
Return Rate Per Quarter	3 Return Visits per Quarter (\$90)
+	+
Word of Mouth Advertising Value	1 Referral per Quarter (\$30)
+	+
Upsell Marketing Potential	1 Upsell Ad Response per Quarter (\$30)
=	=
<b>Basic Customer Value</b>	<b>Basic Customer Value per Quarter = \$180</b>

Don't undervalue or underestimate the value of each new customer that chooses to spend their hard-earned dollars with your business.

This example is a very low estimate that takes only a few factors into consideration.

Also, an additional advantage to investing your dollars into digital presence authority and marketing is because it puts you in much more control of your marketing dollars. By maximizing your searchability and digital real estate you are meeting the potential customer with a head start from the beginning. They are already looking for your services and are interested in learning about your business.

Can you say that about other traditional forms of advertising like mailers, billboards, flyers, radio, etc.?

# Why We Are So Worth it



**Let's Talk ROI** - How Much Customer Revenue is Needed

## A Simple Example Formula to Determine Customer Value

That means, in this example you would only need:

2

New Customers Per Month



To Break  
Even  
On Your  
Investment

Based on what you have seen so far, do you believe that all of this marketing energy infused into your business could result in as little as two new clients per month.

In reality the number will likely be much higher and could be much-much higher depending on your particular industry and consumer demand.

# What Would Stop You ?



**Hesitation** - What Questions Do You Have ?

**Do you see any valid reason or concern that causes you to feel that you should not take advantage of this opportunity today?**

**If so - would you please give me a chance to respond by sharing it with me?**

It is not uncommon for a business owner to have questions before investing in their business growth.

We only hope that you will trust us enough to address any concerns that you have with respect and empathy. We have no desire to hard sell you or talk you into a service that you will regret later. We are here to serve you and to help your business thrive.

If you have concerns, we want to hear those, and we will respect those concerns if they prove to be valid reasons for us to part ways as friends.



# Local Business Growth Club



**What next**

ONLY  
**\$349.00**  
per month

Welcome to our

**Local Business Growth Club**

We are looking forward to serving you!



**Contact My Biz Ranking at 404-941-5867  
to start this valuable service today !**