6 Profit Boosting Tactics

for Local Businesses

gosite

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Introduction

In this electronic era, more people search online for the products and services they need as opposed to searching through a phone book. Ignoring this important potential marketing platform is akin to saying, "I don't need any new business."

The Internet never sleeps, and every portal you offer online gives your business a virtual 24-hour showroom. This allows potential customers to research your product or service after business hours, and in the privacy of their own home.

Get Found on Local Directory Listings

97%
of consumers use the internet to find a local business

-Forbes

Whether you manage one business listing or 80+, it's important to have accurate business information across all your digital profiles.

Consumers are using Google, mobile applications, and even voice search to find a local business in today's world.

Having any inaccurate business information such as a wrong phone number or address could result in a customer not being able to connect with you.

Tactics

Make sure to check all of your local map listings, especially Google, Bing, and Yahoo. These are the most popular search engines customers are using. Also, be sure to check all of your mobile applications as this is another popular spot customers use to search.

Results

Automatically improves your web presence and local SEO

Drives more online and offline traffic to your business

Always make sure customers can find you

Have Real-Time Conversations

Paul Brand

can you give me an estimate at 11 o'clock tomorrow morning?

can you give me an estimate at 11 o'clock tomorrow morning?

will get the updates first thing in morning.

SEND

92%
of customers feel satisfied when using a live chat feature
- ZenDesk

Customers expect more from businesses like yours. Giving your customers more ways to communicate with you will keep them happy and coming back.

Successful businesses online have multiple options for their customers to contact them such as website chats, text messaging, in addition to a traditional phone call. Letting your customers communicate the way they want will keep them happy and allow for a better experience.

Tactics

Simple tactics like coding your phone number on your website, adding Facebook Messenger, or adding a website chat will allow for real-time communication. Don't let it backfire, make sure you can always get back to them right away.

Results

Respond faster and close more business

Help people when you're not there

Overcome objections instantly

Establish Your
Online Reputation

94%

of consumers will
use a business with
at least a 4-star rating
-Forbes

Positive online reviews can help influence new customers to
choose you along with gaining more visibility in search engines.

Displaying positive reviews on sites such as Google and Facebook
helps with free marketing and increases your word of mouth referrals.

Online reviews also allow your business to stand out.
Let your amazing work be known by the world.

Tactics

You can increase your reviews
online by simply asking your
customers. Add social media
review widgets to your website
so customers can see and review
you on those sites. Be sure to
respond to all reviews, positive
and negative. Some of your best
customers can come from how
you handle a negative review.

Results

Improves your businesses
credibility and reputation

Gives your customers an
opportunity to gush about
your business

Serves as an ego boost for you
and your employees as you
continue to service your customers

Friction Free Appointment Scheduling

40% of online bookings happen after hours

Having an online scheduling system for your customers allows you to set appointments while you're asleep.

No longer is business conducted between the hours of 9am-5pm. To stay ahead, you need to give your customers the necessary tools to allow them to set an appointment with you when it's convenient for them. Appointment setting tools allow a hassle-free experience for customers while at the same time saving you time.

Imagine waking up to booked appointments on your calendar for the next day. This is guaranteed revenue for your business.

Tactics

Give your customers access to your calendar for them to book with you. Your website will be the easiest place to showcase your availability.
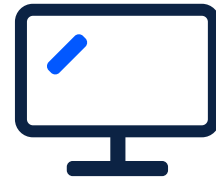
Results

Increase revenue through new bookings 24 hours a day

Improves customer experience leading to happier customers and more repeat business

Avoid scheduling errors and reduce no shows

Offer an Easy to Navigate Website

75%

of consumers admit to making judgments on a company's credibility based on the company's website design   - Sweor

Your website is the heartbeat of your online presence. This is where your customers can see pictures of your work, read reviews, and get in contact with you.

Having a website that also looks good on mobile will help you capture more online traffic. A website is accessible 24 hours a day. This allows your customers to explore and research your services.

You want to think of a website as a salesperson working 24 hours a day on your behalf.

Tactics

There are a lot of online tools to help you launch a website. Be sure to look for one that focuses on small local businesses. You will need to make sure your phone number and address are easy to find. Don't forget you need to easily be able to manage it yourself or it could get costly.

Results

Gives new customers a way to find you online

Showcases all of your work

Allows you to use tools like online chat and appointment scheduling

Never Forget a Birthday (or any other date)

> Having an organized platform for your customer information will increase sales and help with a better customer experience.
> — business.org

No longer do you need to remember everything about all of your customers.

As your business grows, your ability to collect information about your customers also needs to grow. Have a central place for you and all your employees to have the same information about your customers.

Just remember, you need to keep the database up-to-date or it won't be helpful.

Tactics

The most basic way to track your customer information is a spreadsheet. Growing businesses typically will need something a bit more. You will want to look for something called a customer relationship manager (CRM) or some sort of contact center. We recommend you find something in the cloud so all of your employees can get to this information without being on the same computer.

Results

Stay organized with all your customer information

Never forget an important date related to your customer (birthday, billing, next appointment…)

Group customer information to make it easy for you and your employees to manage

See How Local Businesses Are Winning Online

Small business can win online. See how other small, local businesses have been using these 6 tactics to not only grow, but explode their businesses online.

Read Case Studies about how these tactics exploded local businesses online.

GET CASE STUDY

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The easiest way to connect your business with more customers.

A complete software suite that makes it easy for customers to find, engage, book and pay for your services online.