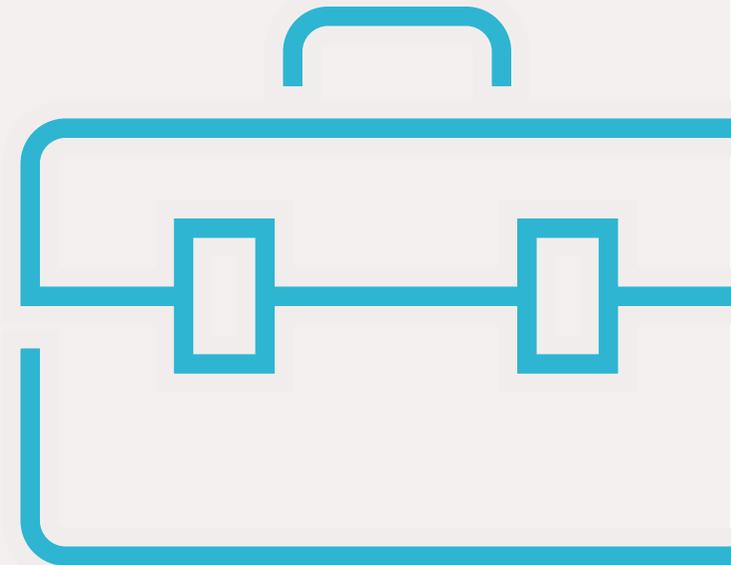


# Six Top Tactics

## for Marketing your Local Business



**SIGNPOST**

The ability to implement effective marketing is what differentiates thriving businesses from struggling ones. Corporate consulting firm McKinsey & Company surveyed its client engagements and found that effective tools can reduce the cost of marketing by as much as 15 to 20%. There are a number of marketing tactics at your disposal, but implementing the right ones will save you time and money.

**The following guide contains the six top tactics all local businesses should be utilizing.**

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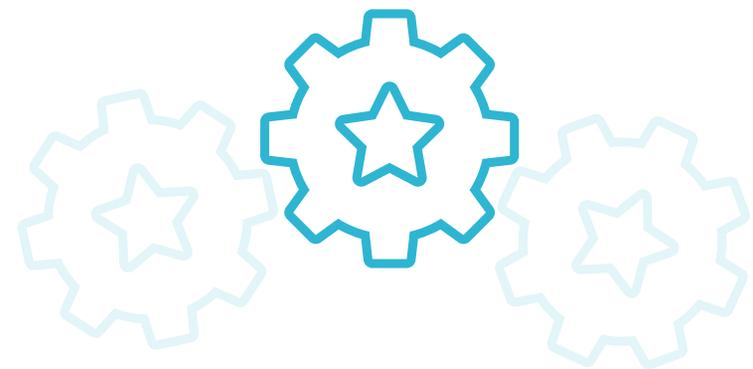
# Automating Reviews

In the new age of advertising, reviews are a driving force in generating new customers. A [2014 study](#) found that 88% of consumers trust online testimonials as much as they do personal recommendations. A common challenge is in getting your customers to leave reviews. How do you solve this problem? Simple: make it easy for them.

Through marketing automation tools like Signpost, businesses maintain their competitive advantage through automatically requesting reviews and referrals. In fact, by not using automation tools, businesses are missing out an important opportunity to gather reviews. According to [one study](#), 89% of the 6,000 small business customers surveyed said they wanted to leave a review—especially if they've had a positive experience—but only 7% of those surveyed had ever been asked to. Here's what you can expect by automating reviews:

**Case Example:** Signpost customer Westchester Yoga Arts was able to increase online reviews across Google, Facebook and Yelp by 367%. The outcome of this resulted in a boost in their yoga class attendance greater than that of the last nine years.

By automating reviews, businesses are thinking ahead—by continuously attracting new clients while keeping current clients happy.



## Word-of-Mouth Referrals

It's the oldest form of advertising and yet, even in with all of the ways in which local businesses can invest their marketing dollars, it's still the most trusted message. In fact, 85% of small businesses said word-of-mouth referrals are still the number one way to attract new clients.

The challenge still remains; how do you get current customers to refer you to new clients? It all comes down to building loyalty and rewarding patrons for frequenting your business.

Consider implementing feedback and loyalty offer emails to do this at scale. While it can be a challenge to keep track of your happy and loyal customers, technologies like Signpost will actually automatically identify happy customers, collect feedback, and re-engage them with special loyalty and referral offers—driving new and repeat business.



# Email Automation

Email marketing may seem like an arduous task, but sending regular, targeted emails produces big gains for businesses.

With services like Signpost, the marketing engine automatically compiles important customer data essential for targeted email marketing. Furthermore, it also automates sending the right message to the right customer at the right time, which continuously proves to be an instrumental tool for small businesses. In [one study](#) performed by consulting firm McKinsey and Co., email marketing is shown to be 40 times more successful in converting channels than Facebook and Twitter marketing combined.

## Here are some of the key benefits of automating your email marketing:

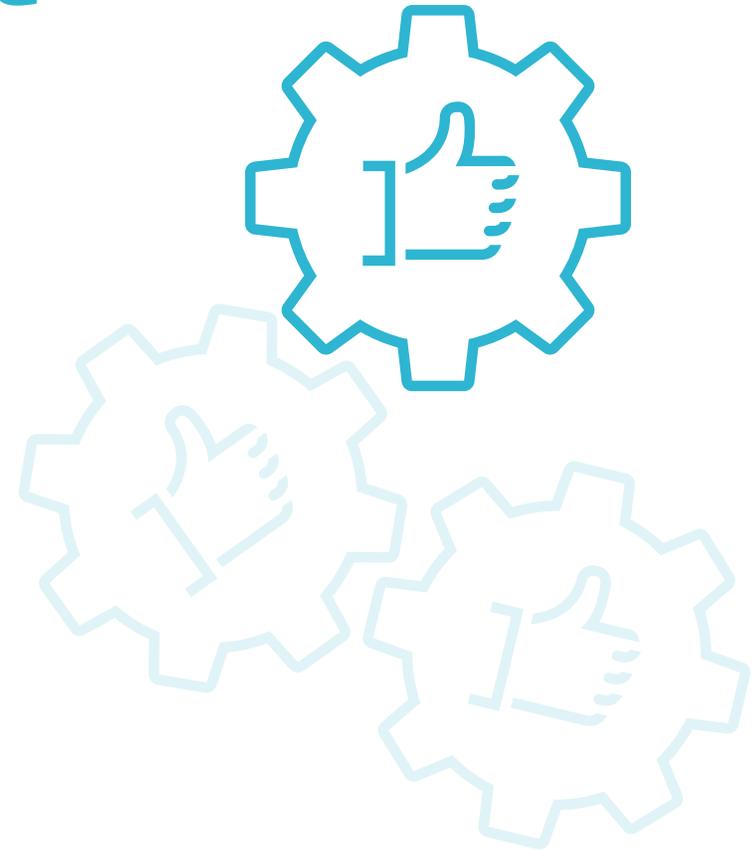
- Consistently surface your business as an expert/thought-leader
- Ability to track behaviors of your customers and their interests
- Know when your customers want to be communicated to and what to say
- Automatically drive existing customers back into your store
- Actively gather feedback



# Scheduled Social Media

Much like automated email marketing, social media automation allows your business to broadcast messaging without having to actively maintain your accounts during your busy day.

Compose, plan, and schedule your posts beforehand from a centralized dashboard such as Hootsuite. Next, simply wait for the analytics to arrive. This kind of automation enables you to improve your online presence on social media, see who has interacted with you online, and convert them into customers. Additionally, social media automation provides analytics so that you know the best time to post to your social networks.

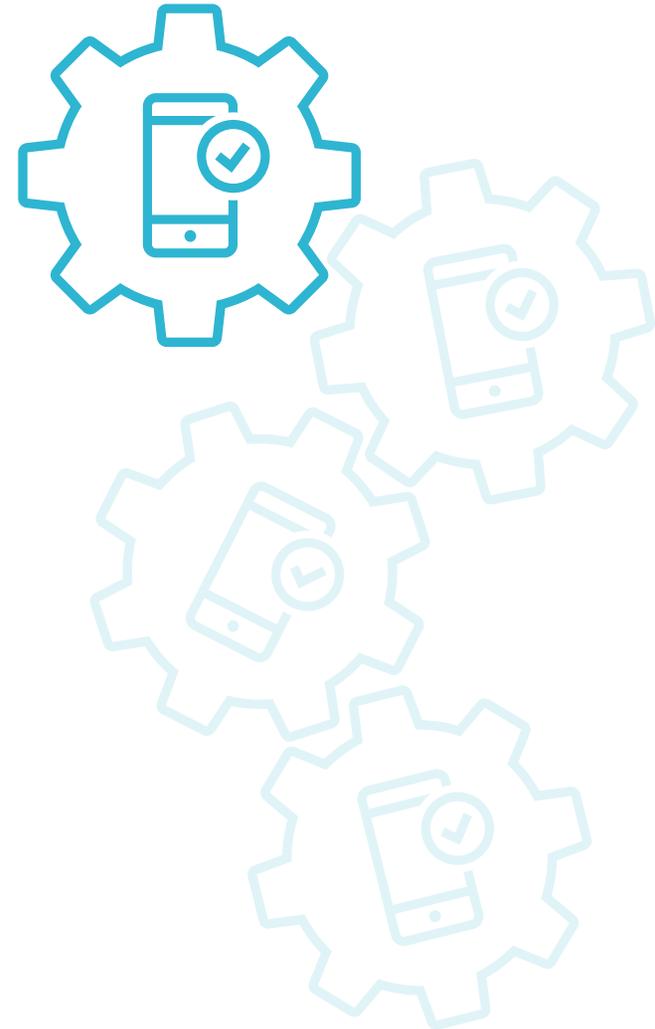


## Automated CRM Data

While the tactics mentioned above are great for engaging new and existing customers, think about how you might entice potential customers into giving you contact information such as their phone number and email.

Technologies like Signpost automatically collect and store all of your customer contact information so you don't have to worry about missing out on valuable opportunities to market to existing and potential customers.

Consider offering online freebies such as digital downloads, discount offers, short how-to guides, videos or recipes. These low cost acquisition tools will make sure you continuously add to your new customer database.



## Partnerships

Partnering with complementary establishments increases your chances of success. Smart business owners understand that they can't do it all on their own.

When identifying potential partners, think about complimentary businesses, causes and nonprofit organizations that might be interested in co-marketing opportunities. Next, divide and conquer. Work together to promote each other's business to your customer base.

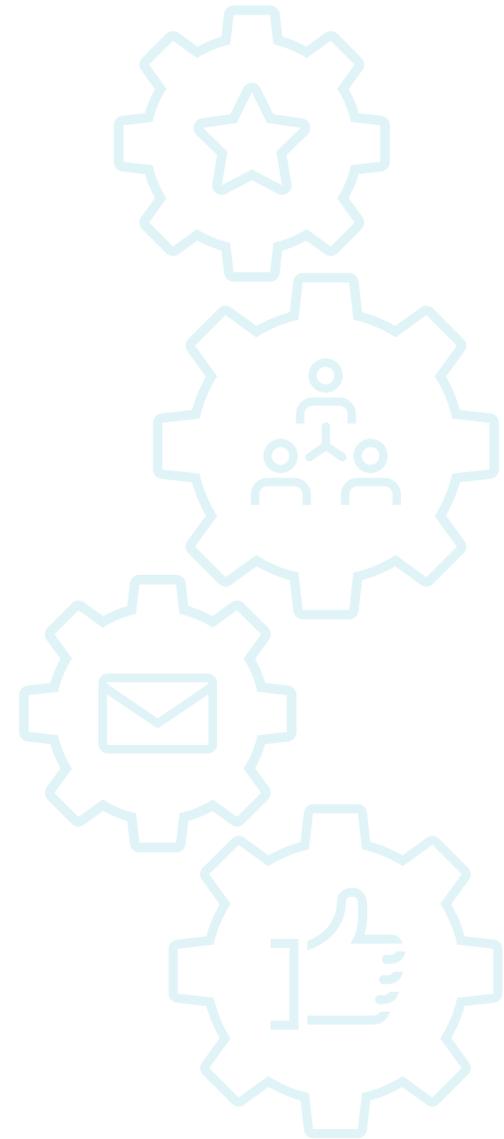
For example, if you are a local NY spa owner and you target women ages 25-50, then consider hosting an event with a women's retail store down the street who might be going after the same demographic. Each business will be exposed to a whole new set of potential prospects.



There are a lot of marketing tools out there, so how do you know which ones to use, but it's important to think about the tactics that will impact your business in the long-term.

In short, don't choose a marketing tactic, tool or technology that will only meet today's needs.

Instead, try to anticipate where your company will be in 12 months and what your customers will need from you. Consider these tactics above when thinking about businesses both now and in the future.



# SIGNPOST

With over 5,000 customers, Signpost's powerful CRM and marketing automation technology helps small business owners increase their revenue. Powered by automated data collection and email remarketing, Signpost drives 5 star reviews, referrals and positive feedback for local merchants. As one of Forbes "Most Promising Companies" Signpost prides itself on a nearly perfect customer retention rate thanks to an industry-leading customer experience team.

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