

# THE ULTIMATE INTERNET GROWTH PLAYBOOK FOR SMALL BUSINESSES



## PROMOTIVE MARKETING

SEO | PPC | Web Design | Social



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## **Website (Your Digital Storefront)**

- Make sure your phone number is at the top of every page (easy to call).
- Add clear calls-to-action (“Request a Quote,” “Book Now”) on every page.
- Ensure your site is mobile-friendly with a click-to-call button.
- Test your site speed — aim for 3 seconds or faster load time.
- Create pages for each service you offer and each location you serve.



## **SEO (Get Found on Google)**

- Add your main keyword + city to every page title (e.g., “Dallas Roofing Company”).
- Write unique content for every service/location page.
- Use internal links (link between your service pages and blogs).
- Build local backlinks from directories, partners, and associations.
- Track rankings with Google Search Console or an SEO tool.



## **Content Marketing (Attract with Value)**

- Write 1-2 helpful blog posts per month answering customer questions.
- Repurpose blogs into short videos, social posts, or infographics.
- Create a free resource (checklist, guide, tip sheet) to collect emails.
- Share case studies or success stories on your site and social channels.



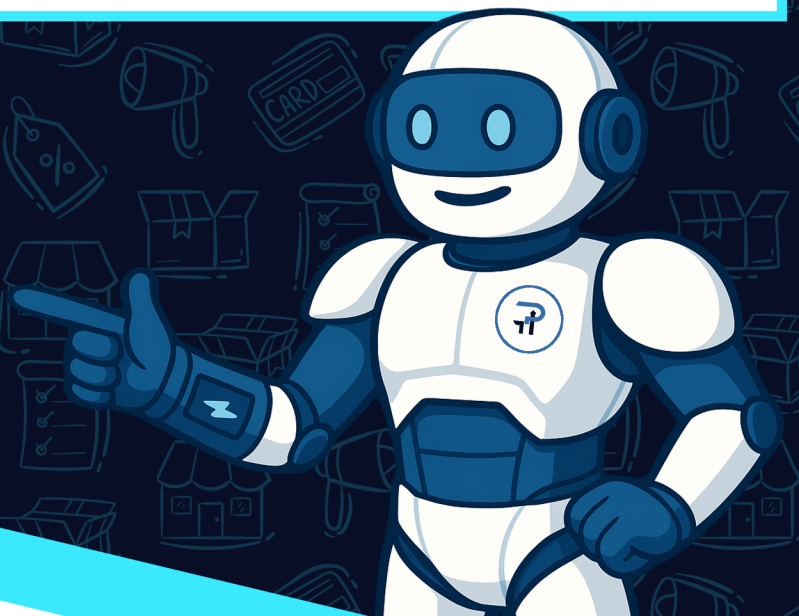
## **Online Reviews & Reputation**

- Ask happy customers to leave a Google review after every job.
- Respond to all reviews (thank positives, address negatives professionally).
- Display reviews on your website and social media.
- Set a goal to earn at least 5 new reviews per month.



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## **Google Business Profile (Local SEO Power)**

- Claim and fully complete your profile (categories, hours, services, photos).
- Post weekly updates or offers to your Google profile.
- Add new photos/videos of your team, work, or products each month.
- Monitor Insights: track calls, clicks, and directions monthly.
- Ask and answer common questions in the Q&A section



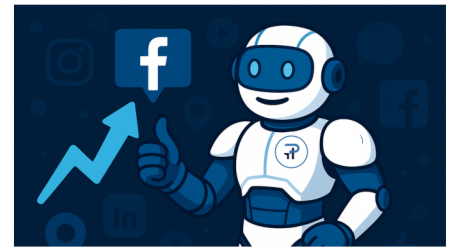
## **Paid Ads (Google & Social Media)**

- Run Google Search Ads targeting high-intent keywords (e.g., "plumber near me")
- Add conversion tracking (form fills, phone calls) before spending big.
- Use geo-targeting so ads only show in your service area.
- Test Facebook/Instagram ads with local targeting and a simple lead form.
- Create a dedicated landing page for each ad campaign.



## **Remarketing (Don't Lose Warm Leads)**

- Install the Google Ads remarketing tag and Meta Pixel on your site.
- Run ads targeting people who visited but didn't convert.
- Create separate ads for hot leads (e.g., "Still need a quote?").
- Exclude converted customers from seeing the same ads.



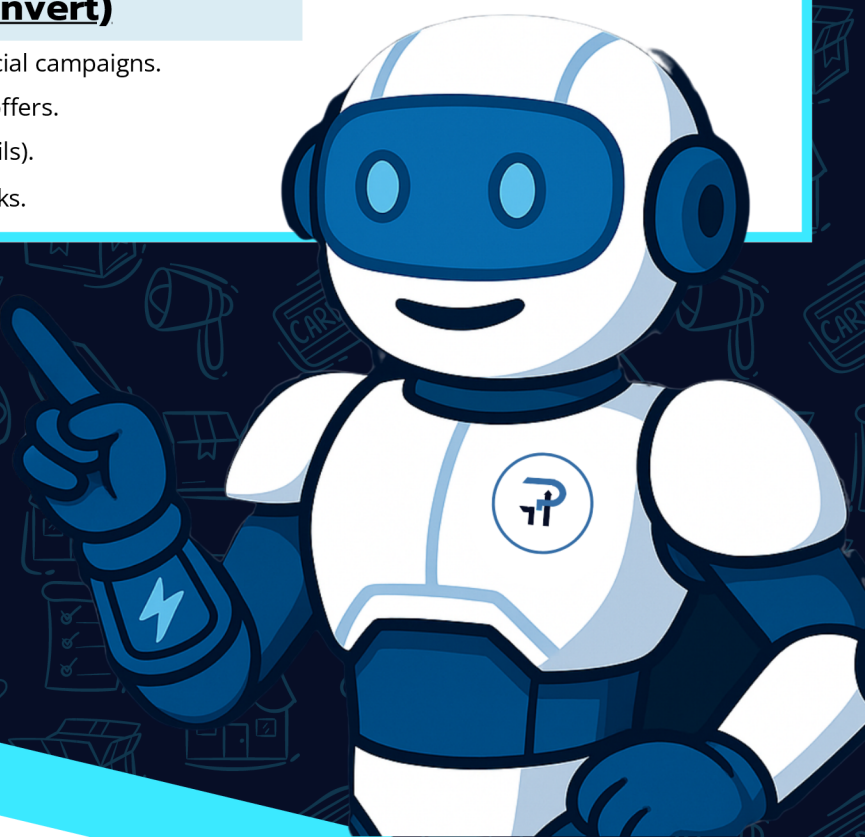
## **Email Marketing (Nurture & Convert)**

- Collect emails from your website, customers, and social campaigns.
- Send a monthly email newsletter with helpful tips + offers.
- Set up automated follow-ups for new leads (3-5 emails).
- Track opens, clicks, and conversions to see what works.



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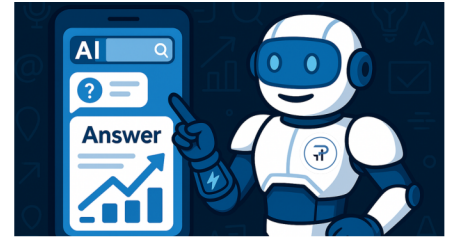
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## Marketing Automation

- Use a platform (HubSpot, ActiveCampaign, Mailchimp) to automate emails.
- Create a 14-day nurture sequence for new leads.
- Set up alerts for hot leads (e.g., someone downloads your guide).
- Automate reminders (e.g., service follow-ups, review requests).



## CRM (Track Every Lead)

- Use a CRM (HubSpot, Zoho, Jobber, etc.) to store all leads and customers.
- Log every call, email, and meeting with prospects.
- Assign follow-up tasks so no lead slips through the cracks.
- Review monthly reports: leads in, deals won, revenue from each source.



## Social Media (Stay Visible)

- Post 3-5x per week with tips, behind-the-scenes, and testimonials.
- Respond to all comments and messages quickly.
- Share short videos (customer reviews, quick demos).
- Use social ads to boost important posts (events, promotions).
- Direct followers to your website or email list, not just likes.



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# Ready to Turn This Playbook Into **Real Jobs?**

## Let's Get You Started

Checking off boxes is only the beginning. Putting it all together into a system that brings in consistent, qualified leads is where the real growth happens.

That is what we do at Promotive Marketing. We help small businesses just like yours build marketing that actually works with no fluff, no long-term contracts, and complete transparency.

Schedule your free 15-minute Discovery Call today to see how we can help you:

- ✓ Identify gaps in your current marketing
- ✓ Create a clear, step-by-step growth plan
- ✓ Start generating more leads and sales in the next 90 days

## Contact Us

📅 Book your call here: [promotivellc.com/discovery-call](https://promotivellc.com/discovery-call)

☎ Or call us directly at 815-477-8101



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