

# BOAT MARKETING INSIDER

**Facebook Ad  
*Objectives...*  
EXPLAINED**

10 Practical  
**LOCAL MARKETING  
IDEAS**

You Can Deploy Right Now

**Marketing Hacks**

(That Make Your Life Easier)

HOW TO ASK FOR  
**REVIEWS**

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Most local businesses should advertise on Facebook. It's cost-effective and, if you do it right, it can help your business to grow. But choosing the wrong objective may lead to a low return on your investment and the feeling that you've wasted money. With that in mind, here's my rundown of Facebook ad objectives to help you understand which objective makes the most sense for your business.

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You already know that local marketing is the name of the game if you want to grow your business. The challenge – especially during this difficult time of the COVID-19 pandemic – is choosing practical local marketing tactics that can help you without breaking the bank. So, without further ado, here are 10 of the most practical and affordable local marketing ideas I know.

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Marketing your local business can seem like a full-time job. Most small business owners can't afford to have a marketing department which means that you're adding marketing to all your other responsibilities. Since there are only so many hours in a day, it's essential to have a few tricks up your sleeve. So here are some smart marketing hacks to help you focus your attention and reap the rewards.

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Did you know that 91% of consumers between the ages of 19 and 34 trust reviews, and consumers are more likely to trust your company if you have 40 or more reviews? If you don't already have a solid review presence, it's time to get serious about building one. The great news is that 68% of customers who are asked to leave a review are willing to do so. Here's how to ask them (without sounding cringy).

## Welcome To Boat Marketing Insider

Thanks for checking out our 2nd issue of Boat Marketing Insider, your online marketing resource guide for boating industry businesses. Each month we will be covering topics that resonate with businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Harry Casimir  
CEO, Boat Marketing Pros

# Facebook Ad Objectives...

## EXPLAINED

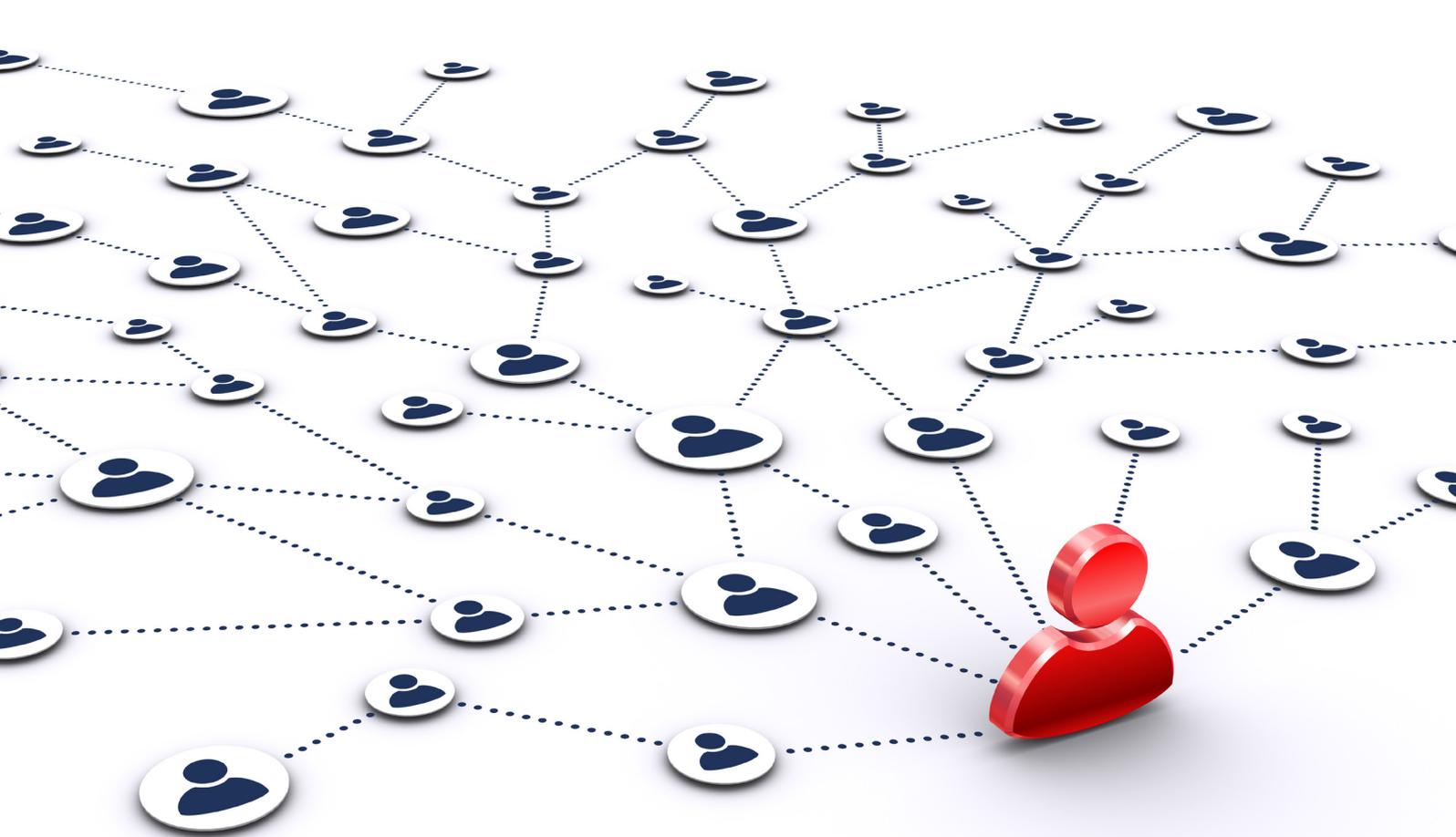
Most local businesses should advertise on Facebook. That's what I believe, and the evidence backs me up. It's cost-effective and, if you do it right, it can help your business to grow.

Easier said than done.

The issue is that while Facebook ads are effective, a lot of local business owners don't know which objectives to choose for their ads. Choosing the wrong objective may lead to a low return on your investment and the feeling that you've wasted money.

With that in mind, here's my rundown of Facebook ad objectives to help you understand which objective makes the most sense for your business.





## What are the Available Ad Objectives on Facebook?

For these can you please place the icon next to each objective? Not sure if facebook has the icons there or not.

When you create an ad for your business on Facebook, you can choose from 11 objectives divided into three categories: Awareness, Consideration, and Conversion. Let's review them.



1. **Brand Awareness.** These ads generally do not get a high click-through rate because their objective is to make people aware of your brand. They are best used as the first step in a campaign to attract new customers.



2. **Reach.** If you want to get your ad in front of as many people in your target audience as possible, this is the objective to choose. Here again, you may not get a ton of engagement, but you will be sure that your ad appears in your target audience's feed.



3. Traffic. Traffic ads are designed to direct more traffic to the URL you choose, usually a link on your website. Facebook tracks only the number of people who click on your links, meaning that you'll need to track conversions separately.



4. Engagement. On Facebook, engagement means likes, comments, and shares. If you want to get more people to engage with your content, this is the ad objective you should choose.



5. App Installs. This one's self-explanatory. If you've got an app to sell or promote, chose App Installs as your objective.



6. Video Views. Have a video to promote? Choose the Video Views objective to get more people to watch your video. This objective is ideal for product demo and explainer videos.

### 7. Lead Generation.



If you've got a great lead magnet to promote, the Lead Generation objective is ideal because it allows the people who see your ad to opt in and get your lead magnet without leaving Facebook.





10. Catalog Sales. Another ad objective that may be effective when targeted to people who already know your brand is the Catalog Sales objective. You can use it to connect Facebook with your product catalog and display individual products to your audience.



9. Conversions. If your goal is to get more people to take a specific action, such as adding an item to their cart, buying a product, or RSVPing to an event, this is the ad objective to choose on Facebook. It works best when targeted to people who are already familiar with your brand.



8. Messages. Message ads are designed to get more people in your target audience to message your business on Facebook. They can be useful if you want to initiate conversations, answer questions, and nurture leads.



11. Store Visits. If you have a brick-and-mortar store, this ad objective can help you entice more local customers to visit your store. To use it, you'll need to make sure that your business location(s) are accurate in Business Manager.

You should think first about which objective you want to achieve. Then, choose the ad objective that will help you get there.



“ You need to give people a reason to stay on your website once they click the link.

## Which Facebook Ad Objective is Right for Your Business?

Now, let's talk about which Facebook ad objectives make the most sense for local businesses. Some simply are not good choices if you've got a small audience to target. Brand Awareness is a good objective, particularly if you feel like your competitors have more brand recognition than you do or if you haven't been in business for long. You should make sure that the ad you create is a compelling representation of your brand, including your brand's personality, voice, and ethics.

Unless you have a large audience, the Reach objective is probably not ideal. The goal for that objective is to reach as many people as possible. Most small, local businesses should steer clear of this objective.

Traffic can be a good objective for small businesses who want to get more people to visit their websites. However, you should make sure that you have a well-designed landing page before you spend any money on traffic.



I also really like the Store Visits ad objective for local businesses. It's arguably the most highly focused ad objective available. The key if you decide to use it is to make sure your location information is up-to-date. You'll also need to target the ad to people who live within a small radius of your store. There's no point in spending money to reach people who aren't within easy distance.

If you have an online store, then the Catalog Sales objective may be useful as well. It can help you show off your most popular products and get them in front of an audience. Again, targeting is going to be important. You should use this ad objective with an audience already familiar with your brand for the best results.

The Messages objective may be right for your company if you feel that you need one-on-one contact with customers to overcome their buying objections. However, you should only use this objective if you're ready to monitor your messages and respond promptly when people write to you. A slow response time can undo any good you do with the ad itself. You may want to consider installing a chatbot in Facebook Messenger to send an immediate response.

Visiting your Facebook Ads Manager page will give you additional information and guidance as you create your ad. Remember, the ad objective you choose should be carefully selected to align with your business growth objectives for the best results.





# 10 Practical **LOCAL MARKETING IDEAS** To Deploy Right Now

You already know that local marketing is the name of the game if you want to grow your business. The challenge – especially during this difficult time of the COVID-19 pandemic – is choosing practical local marketing tactics that can help you without breaking the bank.

I hear you. So, without further ado, here are 10 of the most practical and affordable local marketing ideas I know.



## #1: Fine-Tune Your Yelp Categories

Yelp is the gold standard of crowd review sites for a reason. When your customers search for reviews in your area, Yelp pages are likely to appear at or near the top of Google's SERP.

The best way to make sure your business makes an appearance is to check out your Yelp categories

and make sure they're an accurate reflection of your business. For example, if you own a hair salon that specializes in hair extensions, then you should add the Hair Extensions category to your Yelp page. You can find a full list of Yelp categories here.

## #2: Reach Out to Clients Who Are Active on Yelp for Reviews

Don't rush into this one – seriously. Keep reading. If you don't handle asking for reviews the right way, Yelp could filter them out and put them into the "Not Recommended" category.

Here's what to do to reach out to your customers on Yelp:

- > Use the "Find Friends" option on Yelp ONLY to identify customers who use Yelp. Do not use it to request reviews.

- > Don't send out an email blast asking for reviews. Do only a few at a time.
- > Reach out on email or Facebook to ask for reviews.
- > Don't send a direct link to your Yelp page. Instead, ask them to Google "Your Business + Yelp" and click the Google link to get to your page.
- > Don't ask customers to review you from your place of business. They should do it after they leave.



Doing any of the things I've warned against here may result in your reviews getting filtered by Yelp. So, take your time and be patient. A few reviews at a time will help you improve your overall rating.

### #3: Remarket to Existing Customers to Generate Reviews

Yelp isn't the only place that your customers to leave reviews. You can always email customers to ask for reviews, but a more hand-off approach is to use remarketing to remind them that they haven't reviewed your business yet.

The easiest way to accomplish this task is to get

a remarketing code for the URL you think should trigger reviews. Or Google can even create a remarketing ad for you.

If you decide to try this option, keep the text of your ad simple. Something like, "Love us? Leave a review on Facebook, Google or Yelp!"



#### #4: Promote Your Testimonials on Social Media

Speaking of reviews, you want your positive feedback to be something that potential customers see. That's why you should be highlighting your testimonials on Facebook.

I recommend asking your customers for video

testimonials. They take only a few minutes to record and video content gets much higher engagement on Facebook than written content. You don't need to spend much, either – you should only be promoting to people in your service area.

#### #5: Target Your Local Audience on Facebook

Facebook's algorithms prioritize personal connections over business content. That means if you want your most important content to be seen by your target audience, you'll need to

promote your content. My suggestion is to choose one of two Ad Objectives:

- > Brand awareness
- > Clicks

Promote your most compelling and relevant content. Make sure to target people who live near your business for the best results.

#### #6: Build Separate Landing Pages for Each Marketing Campaign

Every marketing campaign you run should have its own landing page. The pages don't need to be complicated, but each should include:

- > A hero image
- > Relevant content that answers your customers' most common questions

- > A clear call to action
- > A clickable contact number

The bottom line is that you shouldn't be sending people to a generic page when you can create a specific one in just a few minutes.



## #7: Use Facebook for Local Brand Awareness

If people in your area don't know about you, they're not going to think of your business when they have a need for your products or services. It's that simple.

To run a brand awareness campaign, choose "Brand Awareness" from Facebook's list of ad objectives. Then, target a local audience. You don't need to spend much – just a few dollars a day may be enough to build awareness.

## #8: Create Guides for Local Activities

A lot of people make it a priority to patronize local businesses. One way to emphasize that your business is local is to create guides for local events and activities.

Of course, the guides you create should also be

relevant to your business. For example, if you own a sporting goods store, you could highlight local hiking trails or beaches for swimming. Once you've created the guide, you can promote it on Facebook.

## #9: Use Call-Only Ads

If your business relies heavily on phone calls to get leads, then one of the best tools in your arsenal is the call-only ads. These ads highlight your phone number, making it easy for people to get in touch.

You should know that call-only ads generally apply onto to mobile advertising. You'll need compelling ad copy. Your phone number will be clickable, so that people who see your ad can dial you with the touch of a finger.



## #10: Create Local Service Area Hubs

Do you have more than one service area or business location? One of the easiest ways to improve your local SEO and get more customers is to create local service area hubs on your website.

An easy way to do it is to use your site's architecture. Set up a general location page. Then,

create content about each location. If you've got multiple locations in some areas, you can set it up like this:

- > State
- > City
- > Neighborhood

Each location should have its own page that uses local key-

words and images. That way, people will know where they can find you.

Local marketing doesn't need to be expensive. The 10 ideas we've listed here will help you make the most of your local marketing budget and grow your business.



# MARKETING HACKS

## (THAT MAKE YOUR LIFE EASIER)

Marketing your local business can seem like a full-time job. Most business owners can't afford to have a marketing department which means that you're adding marketing to all your other responsibilities.

Since there are only so many hours in a day, it's essential to have a few tricks up your sleeve: things that can help you fine-tune your marketing and get the most bang for your buck. Here are some marketing hacks to help you focus your attention and reap the rewards.



## PAY ATTENTION TO YOUR DATA

When was the last time you looked at your data on Google Analytics? If it's been a while – and if it has, you're not alone – then it's time to take corrective action.

The truth is that your analytics provide a wealth of information that can help you improve your marketing and grow your business. For example, do you know which page on your website has the highest bounce rate? Can you pinpoint which blog posts are getting the most traffic?

Review your data and take notes. The best marketing decisions are data-driven. Then, I suggest setting aside some time – even 30 minutes a week can be helpful – to stay on top of your analytics and put them to use.



“

*The key is to keep the survey brief and focused – and make it easy for your customers to respond.*

## ASK YOUR CUSTOMERS FOR FEEDBACK

Customer feedback is essential for every business. You need to know what your customers think to figure out which marketing tactics will have the biggest impact.

- Email
- Text messages
- Social media posts
- Surveys

There are several ways you can reach out to your customers. They include:

I love client surveys because they provide an easy way to collect data.

## GET YOUR CUSTOMERS INVOLVED IN YOUR MARKETING

You already know that reviews and testimonials can make a big difference for your business. You should be asking for reviews regularly – something you can do:

- At the point of sale
- In email
- In a text message
- On social media

- Via a chatbot

You should also be approaching your most loyal and most satisfied customers to ask for a testimonial. Testimonials are generally longer and go into more depth than reviews. While written testimonials can be helpful, your best bet is to ask for and record video testimonials. Videos get a lot of engagement both on websites and on social media.



## EMBRACE VIDEO MARKETING

Are you one of the small business owners who has shied away from video marketing because you think it's too technical or too expensive for your budget? If so, it's time to shed those (dated) beliefs and embrace video marketing for the powerhouse it is.

Video content can help you:

- Increase your open rate for marketing emails
- Get huge engagement numbers on social media
- Earn a high return on your investment

You can post videos on your website or blog. You may also want to link to them in social media posts, emails, and text messages.

Keep in mind that video content doesn't have to be expensive to produce. You can create Facebook Live videos from your computer or phone. Consumers don't expect a high-gloss finish on live videos. Just make sure you have good lighting and a good microphone and do what you can to minimize background noise.



## MARKET TO MOBILE CUSTOMERS

When people look for local businesses like yours, they're far more likely to search using a mobile device than they are a computer.

That means that you should have a mobile-adaptive site and marketing that specifically targets mobile customers.

Some of the most effective mobile marketing techniques to try are:

- SMS messaging (text messages)
- Call-only ads
- One-click calling on social media
- In-app advertising

You may also want to think about beacon marketing, which allows businesses to use Bluetooth technology to ping customers when they're near the business or store. Local customers want convenience and you can use mobile marketing to provide it.

## MONITOR YOUR COMPETITORS

Has it been a while since you've peeked at what your competitors are doing online? If the answer is yes, then you're missing out on a great opportunity to find gaps in their marketing or borrow their ideas for your own business.

Set aside some time to cruise your competitor's websites and social media pages. You should be looking for:

- The keywords they're targeting
- The audience they want to attract
- The places where their marketing falls short

- The content that gets the most engagement, e.g. blog comments or social media shares
- The tactics they're using to engage visitors to their site

It's important to pay attention both to what works and what doesn't work. You may have a close competitor whose website isn't properly optimized for a local keyword or is missing out on connecting with their audience. You can capitalize on their shortcomings to fine-tune your own marketing.



## DIVERSIFY YOUR MARKETING

When I talk to small business owners, one of the most common mistakes I identify is that they're not diversifying their marketing. Many have a few tried and true techniques that they use and they're not in the habit of testing new things.

I'm not saying you should abandon the things that you know are working for you. However, it's a mistake to rest on your laurels and assume those tactics will work forever. They may not. Marketing is a constantly evolving field and the businesses that do the best at it are those that remain agile and open to new possibilities.

What I suggest is carving out some money from your marketing budget to experiment. You don't need to spend a fortune. With a small investment, you can play around with your ad targeting or test out some new content formats to see how your audience reacts.

The bottom line – and the thing I hope you'll take away from these suggestions – is that you don't need to spend a ton of time or money to get the most out of your marketing. Keep an open mind, try new things, and use what's available to you. The profits will follow.



## How to Ask for REVIEWS

**(And Get Them Fast)**



I hope you're not sick of me talking about online reviews, because I'm about to do it again. Why? Because they can have a huge impact on your business and bottom line.

[91% of consumers between the ages of 19 and 34](#) trust reviews, and consumers are more likely to trust your company if you have at least 40 reviews. If you don't already have a solid review presence, it's time to get serious about building one.

The great news is that [68% of customers who are asked to leave a review](#) are willing to do so. Here's how to ask them.



## ASKING FOR REVIEWS IN PERSON

If you've got a brick-and-mortar store, then asking for reviews in person may be the way to go. The trick is doing it in a way that doesn't feel forced or put undue pressure on your customer.

Conversational flow is important. One option is to have your cashier(s) engage with customers when they check out. They can start by asking if the customer found everything they were looking for. Any customer who praises your store or products represents a positive review.

That said, it's not a good idea to ask for a review as soon as the customer says something positive. Ask a few follow-up questions. Then, as you end the conversation, say something like "We really appreciate feedback from our customers because it helps people learn about us. Would you be willing to write an online review?" You can plug in your platform of choice, whether it's Yelp, Google, or Facebook.



### ASKING FOR REVIEWS VIA EMAIL

Perhaps your business doesn't have a lot of face-to-face interaction with customers. In that case, sending an email may be the right way to ask for reviews.

My recommendation is to segment your list and send out emails accordingly. Getting too many reviews all at once may not be helpful, since there's evidence to suggest that Google and Yelp may ding you if you have a massive influx of reviews.

On a related note, it's also not wise to link directly to your Yelp page in your email since their algorithm might penalize you for doing so. Instead, mention your preferred review site if you have one, and suggest that the recipient Google "Your Business Name + Yelp" to find your page.

However, if you are asking people to leave reviews on your page, you may link directly to the product page.



### ASKING FOR REVIEWS ON A THANK YOU PAGE

Does your business have an online store where customers can buy products? If so, you may want to use your Thank You page to ask customers for a review.

It's important to remember that first-time-customers aren't going to be able to review your products if they've just ordered them. However, they can review their experience on your site,

and they may be able to offer insights on your customer service if they've interacted with you. Of course, some customers who land on your Thank You page will be buying a product for the second or third time. That's why it's important to ask because those people will be primed to leave you a review. If you don't have a Thank You page, you can also ask for a review on a confirmation page or in a confirmation email.



## ASKING FOR REVIEWS IN A TEXT MESSAGE

Text messaging has become an increasingly popular form of marketing, and you can use it to ask for reviews too.

Text messages have nearly a 100% open rate. If you're already sending text messages to your customers, then following up a purchase with a request for a review can be a great way to generate more reviews.

Since it's a text message, it should be brief. You can try something like this:

We hope you're happy with your purchase. Please leave a review on Google and let us know how we did!

Here again, you should be wary of linking directly to your Yelp page. You may want to add brief instructions like the ones mentioned in the section about emails to help customers find your review pages.



## ASKING FOR REVIEWS ON A RECEIPT OR CARD

Not everybody is comfortable asking for a review in person. Whether you have a brick-and-mortar store or you're shipping products to customers at home, including a card or a note on your receipt can encourage them to leave a review of your business.

You can use a tool like Canva to create and print message cards that ask customers for reviews. You can even put the URLs of your review pages to make it easy for customers to find them.

If you own a restaurant, another option is to give your patrons a comment card when you deliver their bill. While they're not the same as a review on Yelp, you can aggregate the comments and feature the ratings on your website.

Receipts are another option. You can program your receipts to include a brief message at the bottom asking customers to write reviews.



## ASKING FOR REVIEWS ON SOCIAL MEDIA

Finally, you may want to ask your social media followers to review your business. Facebook reviews are important for local businesses since many people use Facebook to search for businesses near them. You have the option of asking for reviews in a Facebook post or using a chatbot in Facebook Messenger to ask.

Keep in mind that you'll still need to be careful about linking out to your Yelp pages from social media. You may link directly to your Google page.

If you decide to use a chatbot, you may want to

consider setting up a survey directly within the chatbot if you want to collect reviews to post on your site. Otherwise, you can simply ask people to leave a review elsewhere.

One final note about reviews. While it might sound odd, customers are more likely to trust businesses that have some negative reviews. It's not realistic for any company to get 5-star reviews across the board. That said, you should respond to negative reviews and do your best to make the customers who leave them happy.

**ATTENTION  
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