



UPDATED
FOR 2024

DIGITAL MARKETING

THE GUIDE



A STEP-BY-STEP
GUIDE FOR YOUR
BUSINESS

*Website Design, Social Media, SEO
Video Marketing, Digital Marketing*

BY CEBRON WALKER

Table of Contents

- Website design best practices
- Local SEO and optimized Google Business Profile
- Social Media
- YouTube and other Video Marketing
- Digital Advertising on social media and Google
- SEO and content strategy

Digital Marketing

Your Plan for 2024

by Cebron Walker

What are your must-do online marketing activities for 2024? This eBook shares exactly what they are. It includes the successful tactics and techniques to help you grow and win new patients, clients, or customers. Do these things this year, and you will be making a huge stride forward, I guarantee it.

“

Your brand is not what
you tell the client it is
- it is what your clients
tell their friends it is

”

- Cebron Walker

WELCOME

2
0
2
4



It's unbelievable to think that it's 2024. Wow, you would have believed it would be a science fiction Blade Runner-type world when we hit that number, right? Well, incredibly, Blade Runner was set in 2019 in the original movie. Luckily, society isn't there yet. But I digress...

This eBook will show you how to amplify your reach and take your business your medical practice, your entrepreneurial endeavor, to the next level.

To get some perspective, I reviewed information from across the internet as a survey of what's working. I identified what was most effective across multiple industries. With this, we have a clear view of what to do with our marketing in 2024.

Marketers and small business owners indicated that in 2023 digital media was significantly more effective in generating sales and leads than traditional media (print and broadcast).

In fact, according to a 2023 survey by Small Business Web, 69% of small businesses are investing in digital marketing to attract new customers. And this makes sense when you realize that 81% of shoppers research online before purchasing. Further, if the average amount of time people spend on social media each day is two and a half hours, that tells us we better be on social media and use it to make our business and brand known and desired.

The most effective digital tactics in 2023 for small businesses (including dental, veterinary, optometry practices, gyms, florists, car repair shops, cafés and retail shops) were:

- Mobile-first website built with good SEO and design
- Local SEO and optimized Google Business Profile
- Social Media
- YouTube and other Video Marketing
- Digital Advertising on social media and Google
- An aggressive SEO and content strategy

These are the subjects we'll be discussing. I'll keep it short and to the point. Like the Nike branding geniuses told us, we need to JUST DO IT! Here are the things for you to be doing and HOW to do them.

Getting Started: Your Own Mindset

The first point I want to address is your mindset. You may have this all straight, but I've run into enough small business owners who don't (have it all worked out) that I must mention it. It's a stumbling block that can wreck everything else.

You are doing what you are doing to help people. In other words, you are solving a problem for them. The product or service you provide could be the thing that will cause a significant shift or change in their life or lifestyle, possibly even save their life (or the life of a pet or loved one).

By approaching your sales and marketing from this mindset (that you are providing much-needed HELP), you can feel 100% confident in your approach and never back off. You must get your work out there and share it with as many people as possible.



“37 billion dollars is wasted every year in ad spend by companies who target the wrong audience.”

-Ad Age

Know Your Target Audience

Have you named your target audience exactly? By being too general, by speaking to “everyone” you end up speaking to no one and your marketing can fail. This might cause you to think marketing “doesn’t work.”

Your target audience is NOT everyone in your community, the whole country, or everyone on Facebook.

A great way to start narrowing this down is to consider a person in your local neighborhood with a problem you solve. You know this guy or this woman. Consider their face. Consider their challenges and needs. What are their demographics? What do they consider important? Who do they trust and listen to?

This “person” you have identified is an individual avatar of your target audience. Hopefully, as a small business owner, you’ve also confirmed that it is a viable audience. In other words, this group of people can pay you enough for your service or product to make it worthwhile.

With that audience in mind, you can create a captivating website, write your how-to blogs, record your YouTube videos, type your e-mails and social posts, and promote your promotion of any type.

Knowing your target audience is how you will make sure to REACH your customers and potential customers and convert them into buyers. When you talk to them and speak to them about their problems and needs through your marketing content and materials, you build trust and get sales.

“Online searches have increased in volume and frequency over the past year. 79% of consumers currently use the internet to find information about local businesses, and a digital marketing strategy makes it possible to be found easily by searchers.” - HubSpot

Best Digital Marketing Tools for 2024

Here are the online tactics you need to use in 2024. I have listed them in a sequence of priority as far as the investment of your time and money.

1. Your Website

Your website is your first target, as people will look you up online. Yes, you need to have social media too. But your website is your number one “face” online for your business. It needs to stand out. It needs to be aesthetic and present your brand well. It needs to be built with SEO (search engine optimization) in mind so that it shows up on Google and people can find you. And finally, it needs to be built so that visitors can find what they want to know and easily connect with you or buy your products or services.

Interestingly, Forbes reported that while there are 1.13 billion websites worldwide, only a fraction are actively used and updated. A staggering 82% are inactive, meaning only 200,121,724 of the 1.13 billion websites are actively maintained and visited.

These numbers tell us that small businesses with great websites, that are updated routinely, will stand out. And Google takes notice and ranks the sites that update their content regularly. Updated content could be with a monthly blog (the most common way to update your site), new pictures posted, updated service information, etc.

Further, the design and presentation of your business with your website matters. Google research shows that the time it takes for users to form an opinion about a website is incredibly brief—just 0.05 seconds. This data tells us that our websites need to be designed to make a strong impact in a very short amount of time. A well-designed website that is easy to navigate and provides a positive user experience can go a long way in retaining visitors and potentially converting them into customers.



“ In 2024, almost 60% of web traffic will come through a mobile device.

92% of online searches occur on Google, ensuring your business is listed in their directory is imperative.

2. Local SEO and Google Business Profile

Your Google Business Profile is the second most crucial online business listing after your website. Every local or small business must possess a Google Business Profile. Considering that 92% of online searches occur on Google, ensuring your business is listed in their “directory” is imperative.

If you go onto Google and search for any business, most will have a Google Business Profile. Google will eventually get around to setting one up for a company even if the owner does nothing, simply because the Google algorithms figure out a business exists by a particular name at a specific address, and the “computer” sets it up.

But there is a lot more to do than having a profile. You need to optimize it, so you stand out!

Here are the critical targets for you to do with your Google Business Profile:

A. Review your NAP information

“NAP” stands for Name, Address, and Phone number. You must ensure that your NAP is the same on all online listings for your business – this means your website, Google Business Profile, YELP, Facebook, LinkedIn, etc. You must have them all written EXACTLY the same. When I say exactly, this means down to commas, periods, and suite numbers.

B. Add your business description and category

C. Always respond to customer reviews (and get more reviews from happy clients!)

D. Add your products and services

E. Upload photos of your business routinely. Every week, if possible, but at least each month

F. Utilize the special attributes features

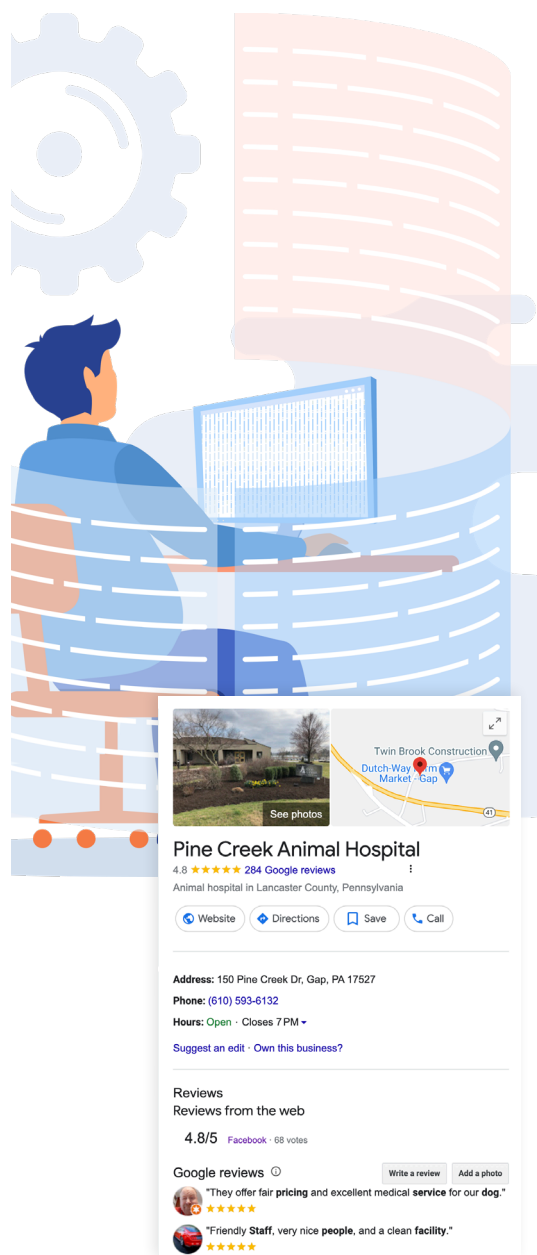
G. Use the posting feature. On Google, you can post “Updates” for your business. Do this at least every week with pictures of what you do, examples of your services or products, happy clients, fun in the office, etc.

By doing these actions with your Google Business Profile, you will take a significant step in grabbing internet “real estate” for your business. More people will find you. More people can contact you to get your services and products.

Once you’ve set up your Google Business Profile, it’s time to review (or set up) other online business listings. These listings would include:

**YELP | Facebook | LinkedIn | Bing | Better Business Bureau
Manta | Yahoo | Healthgrades (for doctors)**

There may be other industry-specific online listings for your line of work. Look for them.



55% of “social browsers” use Social Media to research products and services.

3. Social Media - Paid and Organic

Social media is more critical than ever. It has changed the way we live and do business. 90% of Millennials are social media users, 78% of Gen Xers are social media users, and 48% of Baby Boomers are social media users. As I mentioned already, on average, people are spending 2.5 hours per day on social media. The top social media platforms are Facebook, Instagram, YouTube, TikTok, LinkedIn, X (Twitter), and Pinterest.

This is what you need to be doing:

- **Organic posts:** how-to information, reviews, funny posts, community posts, events, reviews, happy patient/client pictures, new products, great experiences, and interesting facts.
- **Paid ads:** run ads for offers, specials, seasonal products, deals, buy now's, 2 for 1s (BOGOs), half-offs for a limited time, etc. With social ads, people react to great offers.

How do your social pages look to visitors? You should find out which social media platform your target audience uses most often. Then, be there with a well-done profile and lots of helpful content. You should be posting at least three times per week.

HUMANIZE YOUR BRAND: This is another crucial point for your social media and everything you post online, including your website. Share the real you. Use pictures and videos of you, your staff, clients, or patients.

DON'T USE STOCK IMAGES AND FAKE VIDEOS. People recognize them, and they turn people off. Authentic images and videos build connection and trust. TRUST is the most critical word in sales and marketing.

Examples of great post ideas include:

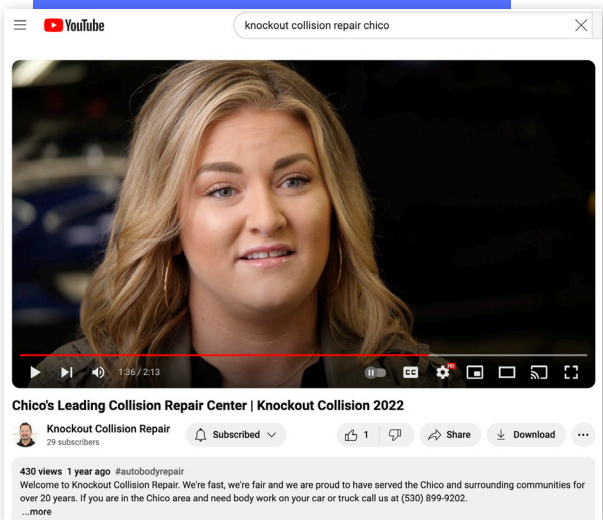
- Videos of you in action
- Highlight your staff
- Company news
- News about your market/industry
- Blog posts
- Contests or giveaways
- Before and after pictures or stories
- Successes or Reviews
- Video testimonials
- Behind the scenes
- Memes or fun comics
- Special Offers
- Photos with clients
- Announce upcoming events
- Holiday posts (fun costumes)





“
Marketing
is no longer
about the
stuff that you
make, but the
stories you
tell.”

Seth Godin



4. YouTube and Video Marketing in 2024

This next point is something the leading marketing pros and businesses are hot on. But that doesn’t mean you are late in the game. Many companies still need to start using this tool or are not using it effectively. Video is the BEST WAY to reach your audience with clear, clean communication of what you do and how you can solve their problem. Video instantly establishes communication, connection, and engenders trust. Your target audience sees you. You are real. You are not some automated device. You are like they are, saying things they understand and need help with.

Video content is one of the most effective tools to market your practice or business; here’s why:

- 72% of businesses that use video say it’s increased their overall sales.
- Search engine rankings – Videos rank, and if you have an optimized video on your website, your chances to be on top of search results increase by more than 50 times!
- Studies show that 70% of visitors who watched a video about a product bought that product.

Video engages people and makes them dramatically more prone to reach out to you for your help before a competitor who has no video. A well-done YouTube channel and videos on your website will keep people involved longer and lead them to buy.

Study what the best companies in your niche are doing on video and start doing it. Get good at it. Get some decent equipment, or hire someone who can help you. You will compete in the long run with videos on your website and social media and a well-set-up YouTube channel.

If you want to do a video yourself, here are four quick questions or statements that will get you started and create a great introductory video about what you do. You can adjust as needed based on your type of company product or service:

1. Tell the camera “Do you run into _____” and does it cause you challenges or problems?”
2. Our _____ might just be the solution you are looking for.
3. This is why: _____
4. Call us today or visit us online at _____ to get more information and schedule a consultation.

You present the problem your target audience may have, tell them you have the solution, and then guide them on how to obtain the solution.

Video is powerful; get into it!



5. Digital Advertising to Drive Leads

In 2024, advertising has evolved beyond traditional methods. For small businesses, this means more opportunities to reach targeted audiences, drive engagement, and, ultimately, boost sales. In this section, I'll cover the most popular types of digital advertising, explain why they work well for small businesses and provide practical tips for optimizing your campaigns.

Types of Digital Advertising:

- **Search Ads:** Search engine advertising, such as Google Ads, allows businesses to display ads alongside search engine results. These ads are highly effective for capturing users at the moment of intent, as they are actively searching for products or services related to your business.
- **Display Ads:** Display advertising involves placing banner ads on websites, apps, or social media platforms. These visually appealing ads can increase brand awareness and reach audiences across various websites and apps.
- **Social Media Ads:** Platforms like Facebook, Instagram, Twitter, and LinkedIn offer advertising options that allow businesses to target specific demographics, interests, and behaviors. Social media ads are particularly effective for building brand loyalty, driving website traffic, and generating leads.
- **Video Ads:** Video advertising has become increasingly popular, thanks to platforms like YouTube and social media channels that support video content. Video ads are engaging and memorable, making them ideal for telling compelling brand stories and showcasing products and services.



Why Digital Advertising Works for Small Businesses

“Digital advertising presents a wealth of opportunities for you to reach and engage your audience effectively.”

- Cebon Walker

Digital advertising empowers small businesses by providing cost-effective solutions that yield measurable results, thereby leveling the playing field. Unlike traditional advertising channels, digital ads allow for precise targeting, ensuring your message reaches the right audience at the right time. Additionally, digital advertising platforms provide valuable insights and analytics. These insights and analytics allow you to track the performance of campaigns in real-time and make data-driven decisions.

Key Strategies for Success

Ad Targeting: Take advantage of the advanced targeting options available on digital advertising platforms to hone in on your ideal audience. Consider demographics, interests, location, and behavior to tailor your ads for maximum relevance and impact.

Budgeting: Set a realistic budget for your digital advertising campaigns based on your business goals, audience size, and competition. Monitor your spending closely and adjust your budget allocation to optimize performance and maximize ROI.

Campaign Optimization: Regularly monitor the performance of your ads and make adjustments to optimize their effectiveness. Test different ad creatives, targeting options, and bidding strategies to identify what works best for your audience.

Measuring ROI: Use key performance indicators (KPIs) such as click-through rate (CTR), conversion rate, and return on ad spend (ROAS) to evaluate the success of your digital advertising efforts. Track conversions across multiple touchpoints to get a holistic view of your ROI and refine your strategy accordingly.

Digital advertising presents a wealth of opportunities for you to reach and engage your audience effectively. By understanding the different types of digital advertising, leveraging advanced targeting capabilities, and employing strategic optimization tactics, you can create impactful campaigns that drive tangible results for your business.



6. SEO For Your Business in 2024

In the ever-evolving digital marketing landscape, Search Engine Optimization (SEO) remains a cornerstone strategy for small businesses looking to improve their online visibility, attract organic traffic, and drive sustainable growth. In this section, I will share why SEO is more important than ever for small businesses in 2024 and provide practical insights on leveraging it effectively.

The Importance of SEO for Small Businesses

Enhanced Online Visibility: With most consumers turning to search engines like Google to discover products and services, ranking prominently in search results is crucial for increasing visibility and reaching your target audience.

Credibility and Trust: Users often perceive high rankings in organic search results as indicators of credibility and trustworthiness. By optimizing your website for relevant keywords and providing valuable content, you can establish yourself as an authoritative source in your industry.

Cost-Effective Marketing: Unlike paid advertising, which requires ongoing investment to maintain visibility, SEO offers a cost-effective, long-term solution for driving organic traffic to your website. Investing in optimizing your website and creating quality content can attract visitors without continuously paying for ad placements.

Competitive Advantage: In today's competitive digital landscape, small businesses prioritizing SEO gain a competitive edge over their peers. By outranking competitors in search results and capturing valuable organic traffic, you can increase your market share and number of customers, clients, or patients.



“
A strong SEO
strategy can
also position
you as a
trustworthy
leader in
your industry
and help you
stand out
from your
competitors.

Forbes

Why Digital Advertising Works for Small Businesses

Some of the points I cover below may be higher-level work, in other words, more technical work for an agency or web developer. I will include them so you have the information and converse with SEO professionals.

Keyword Research: Identify relevant keywords and phrases your target audience is searching for and incorporate them strategically into your website content, including meta tags, headings, and body copy.

On-Page Optimization: Optimize your website's structure, navigation, and content to improve user experience and make it easier for search engines to crawl and index your pages, including optimizing page titles, meta descriptions, URL structures, and image alt tags.

Content Marketing: Create high-quality, informative, and engaging content that addresses the needs and interests of your target audience. Content marketing includes blog posts, articles, videos, infographics, and other forms of content that demonstrate your expertise and provide value to users. Post this new content to your website at least every month, if not more often.

Link Building: This is higher level work but can be very valuable - build a strong backlink profile by earning links from reputable websites and directories within your industry. Quality backlinks will drive referral traffic and signal to search engines that your website is a trusted and authoritative source of information.

Local SEO: This I covered at the beginning, but I'll touch on it again here in the SEO section. Optimizing for local search is essential for small businesses with a physical presence or serving specific geographic areas. Ensure your business listings are accurate and consistent across online directories, and optimize your website for local keywords and location-based searches.

In summary, in an increasingly competitive digital landscape, SEO remains a fundamental strategy for small businesses to improve online visibility, attract targeted traffic, and achieve sustainable growth.

By implementing key SEO strategies such as keyword research, on-page optimization, content marketing, link building, and local SEO, small businesses can position themselves for success and stay ahead of the competition in 2024 and beyond.

Take Your Business To The Next Level in 2024

As a marketing professional, I am extremely excited to help you reach more people and increase sales.

Contact us if you need more help or would like to work with a full-service marketing agency to expand your business.

Small businesses are the backbone of the economy. They have so much to bring to their communities. Small business ownership has enormous potential in today's market. There are extraordinary online tools now, and many of them are FREE.

You might think you are behind. You aren't. Because you are reading this, you are already ahead of a considerable percentage of your competition.

And if you act on this information, you will be a leader. It might not surprise you that those who DO something with what they learn are in the minority.

Good luck.

I look forward to hearing about your successes.

Cebon Walker
CEO, Walker Kreative



