

Jon Schallert's Indispensable Marketing Tools for Destination Businesses

1. Businesses today must have a search engine optimized, easily-changeable website with a blog component.

The top two website softwares that I recommend are Wordpress and Instasite.

Wordpress is the most powerful, easily used software that allows you to have a custom-looking website with a blog component to it. There is a free and a paid version of Wordpress, and the version you pay for is the more powerful.

Instasite is less powerful but simpler. It is perfect for an owner who does not have a website, but who has a business Facebook page. Instasite converts your Facebook page to a functional, search engine optimized site in minutes. Additionally, the price is affordable at \$30 per month, or \$300/year.

For help with your Wordpress website or setting up an Instasite, contact:

Elizabeth Collins, President, Webcom Resources
913-370-7373
elizabeth.collins@webcomresources.com
www.webcomresources.com

2. Business owners today must also capitalize on the power of Google My Business.

Google My Business allows you to set up business pages where customers can post positive reviews about your business. Once the reviews are posted, positive reviews can help elevate your company in the search engines.

To get customers to submit a review to your Google My Business page, tell them to:

- a) Go to Google.com/business
- b) Search for your business name
- c) Click “Write a Review”
- d) Ask them to use your city, state, and company name in the review, along with other key business phrases that are significant to the product you sell, and their review will help elevate your search engine ranking.
- e) Only the top 3 ranked businesses will appear at the top of a Google search, primarily impacted by the reviews a business has collected.

3. Facebook, using Facebook Live videos, Facebook’s Ads Manager, and promoting Events in Facebook.

In the past, posting on Facebook had a 2.6% organic reach. Now, it’s closer to 0% with Facebook’s recent algorithm changes!

What this means is that you must now pay to reach your targets and those who have Liked your page. Essentially, the number of Likes your business has means nothing!

When running a Facebook ad:

- a) Ignore boosting your post! It’s the easiest to do, but the least targeted and least powerful
- b) Instead, promote your Facebook ads in the Ads Manager area of Facebook.
- c) Start using Facebook Live videos. These videos receive priority over every other video format, so use Facebook Live videos whenever possible.
- d) Finally, create Events on Facebook as often as you can because Events are freely promoted through Facebook, and you can track who clicks on the “Interested” or “Going” buttons for 180 days.

4. For business owners who want to target consumers with pinpoint accuracy, there's nothing better than using InfoUSA.com

InfoUSA.com is the largest consumer and business database company in North America. Targeting with direct mail and a database list that clones your existing customers is one of the most powerful, neglected marketing tools.

Jon Schallert's clients receive a 30% discount on most mailing list orders by mentioning that you heard about InfoUSA.com from Jon. When you call, contact the representative below if you want your 30% discount (applicable on most lists):

Steve Cho, Senior Account Executive
InfoUSA.com
402-836-1441
steve.cho@infousa.com

5. Want to bring customers in your doors more often? Use Fivestars, the #1 customer loyalty Incentive program.

Fivestars is currently being used by only 14,000 independent businesses in the world, but consumers love it! Over 43 million consumers are using the Fivestars app!

Fivestars is a database tool that uses both texting and emailing to send customized incentives to get customers to return to your business.

Our business contacts at Fivestars are Alexandra Sanchez and Tyler Meyer. They provide our clients with preferred pricing and a video conferencing demonstration to see if your company is right for Fivestars. To contact Alexandra, call 915-800-0190 or email alexandra.sanchez@fivestars.com, and to get Tyler Meyer, call 240-271-6503, or email tyler.meyer@fivestars.com.

You can also go directly to this webpage to request a video demonstration of the Fivestars program. Go to *www.Get.Fivestars.com/Destination*.