

A smiling couple, a man with a beard and a woman, are shaking hands with a man in a suit. They are in a modern, bright office setting. The man is wearing a blue button-down shirt over a grey t-shirt, and the woman is wearing a blue and white striped button-down shirt over a beige top. The man in the suit is wearing glasses and is partially visible on the right side of the frame.

102 Essential Marketing Tips

To Reach New Customers
and Grow Your Business!



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First Impressions Matter. Make Yours Count!

This is especially true when it comes to fostering loyal relationships with customers. But in this digital age, how can your business consistently come out on top as a reliable first choice for potential customers? How can you truly build an earnest, personable connection?

This guide will show you how.

The following pages will guide you through specific tips and strategies for not only attracting, but retaining new customers. Along the way, you'll learn proven, evidence-based principles for growing customers' loyalty to your products or services.

We hope you will use this resource to help capture, cultivate, and convert more high lifetime-value, loyal customers and reap the benefits of growing your business!

Salem Marketing Team





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Marketing Strategy

“Marketing strategy will impact every piece of your business, and it should be tied to every piece of your business.”

– Brandon Andersen



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01

Marketing Goals Should Be S-M-A-R-T

Specific, Measurable, Actionable, Relevant and Time-bound. Your digital marketing goals should be specific in nature, measurable in terms of progress and success, actionable by providing clear steps to achieve them, relevant to your business objectives, and time-bound to create a sense of urgency.

02

Marketing Goals Should Be Measurable

Your goal should be measurable using key performance indicators (KPIs). KPIs are metrics used to evaluate the progress and success of a goal. KPIs provide a way to measure performance, track progress, and make data-driven decisions. KPIs serve as a benchmark for progress, highlight areas of improvement, and help organizations stay focused on their strategic priorities.

03

Refine and Optimize

To truly refine and optimize your digital marketing efforts, it's essential to analyze the data generated by your campaigns. By carefully examining your key performance indicators (KPIs) like site or display ad analytics, you can gain valuable insights into what worked well and areas where improvements can be made.

04

Develop Consistent, Identifiable Brand Tone And Vision

A distinct brand tone and vision makes sure that your company's personality and values are reflected in all communications. This strengthens the bond with your intended audience and sets your business apart from your competitors. Logos, taglines, statements, images should all be consistent in order to reinforce your brand in the minds of prospective customers. Communicate what sets you apart from your competitors and focus on communicating how this benefits your customers.

05

Marketing Objectives

All marketing efforts should ultimately aim to drive the desired action, whether it's getting someone to pick up the phone and call, visit your storefront or office, or browse your website and fill in a lead-generation form.. By aligning your marketing strategies towards these goals, you can maximize the impact of your campaigns by establishing a clear goal and increase conversions.

06

Choose Your Target Audience

Once you identify your goals the next step is choosing a target audience for advertising, focusing on groups most likely to be interested in your product based on factors like age, income, and lifestyle. This targeted approach allows you to spend your advertising budget more efficiently and effectively and encourages development of a more tailored message that speaks to the needs of your niche audience.

07

Know Your Audience

Knowing your audience isn't just a good idea, it's the difference between a bullseye and a miss. Your target audience is the specific group of individuals you aim to reach through your campaign, characterized by shared attributes such as age, gender, demographic, or purchasing behavior. Determining what marketing initiatives have succeeded in the past can help you paint a more accurate picture of your current audience.

08

Align Digitally With Your Audience

Analyze your target audience - their preferences, behaviors, and on line habits. Adjust your marketing strategy with these habits in mind. Finally, factor in your budget and ensure that the chosen channels offer a cost-effective and efficient return on investment.

Develop Your Marketing Message

“And do you know what is the most-often missing ingredient in a sales message? It’s the sales message that doesn’t tell an interesting story. Storytelling... good storytelling... is a vital component of a marketing campaign.”

Gary Halbert, Author

09

Tailor Your Marketing Message

Tailor your campaigns to resonate with your target audience's dreams, address their challenges, and offer solutions that fit their priorities. Your message should be clear, relevant and understanding of the audience you're targeting.

10

Tug At Their Heart Strings

Emotion is going to be one of the biggest drivers of people's behavior. Effective marketing campaigns tell stories that tap into readers' emotions. A strong testimony of life changing or improving benefits can also do this. As you're writing, think to yourself, "What would motivate me emotionally here?" or "What benefit does my product or service offer customers?"

11

Use AI To Help Develop Your Message

Using AI to help generate text for marketing campaigns is a great way to get a head start in your copy writing. AI is like a spring board from which you can hone your organizations messaging, allowing you to explore many options of expression at once. Used responsibly and built upon by marketing professionals, AI generated text can be a powerful foundational tool to tell your story in a way that attracts more customers and increases revenue.

12

Tell Stories That Connect

The right amount of details are essential when it comes to drawing people into the stories you tell. It's one thing to say "Rose loves your product and would buy it again." It's another to make the customer care about Rose. Talk about her daily life. What is her family like? What needs did she have that buying and using your product or service addressed?

13

Don't Just Develop One Message

Develop comprehensive content strategy - your first message may not resonate or gain a lot of response so have optional messages available for testing. Use multimedia elements like video to tell your story (Photos, videos, info graphics, audio, podcast clips). At Salem Media Representatives, we approach campaigns as a process whereby we test-measure and change to improve and build on emerging results.

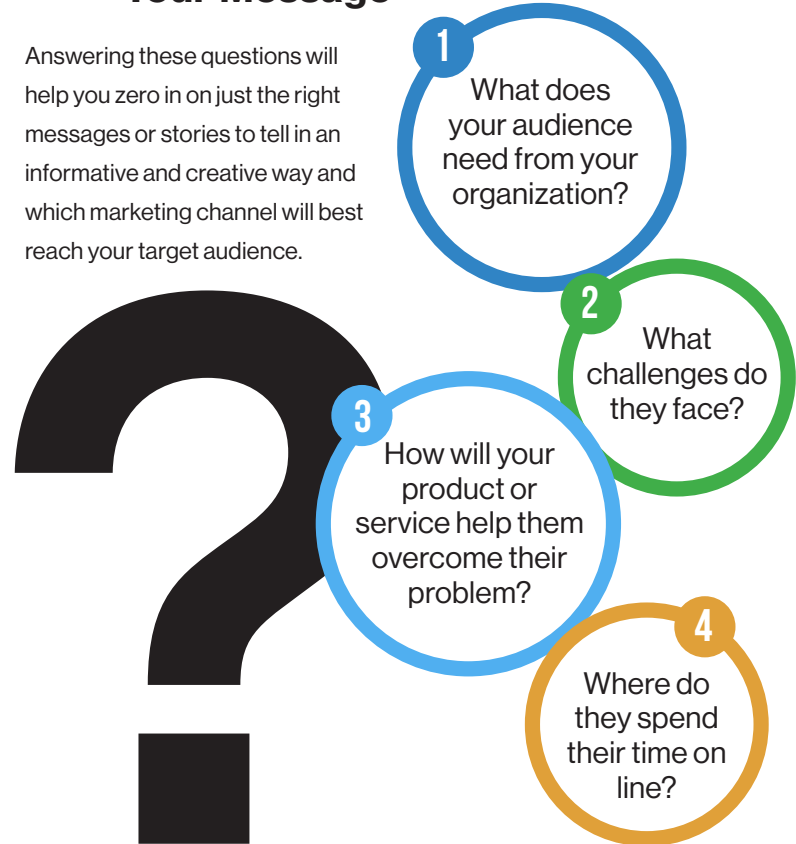
14

Let Others Praise Your Organization

Your message and creative should leave the potential customer with the impression that you know what you're doing. One quick way to easily build that credibility is to include a quote or short testimony of impact. You also can use a statistic from a reputable source. Having this third-party validation shows the prospective customer that what you're doing is working.

15 Ask Questions to Hone Your Message

Answering these questions will help you zero in on just the right messages or stories to tell in an informative and creative way and which marketing channel will best reach your target audience.



“Building a good customer experience does not happen by accident. It happens by design.”

- Clare Muscutt

Pre-Campaign Checklist



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Test Sign up Forms

This might be another one that goes without saying, but have multiple people test your forms and do it yourself. Sign up and see what happens when you do. Test it out on a desktop and a mobile device. You'll be amazed at the flaws that might be exposed in your process.

17

Design for Mobile First

Most traffic will come to your website through a mobile device, ensure your site looks fabulous on mobile and is easy to navigate and fast-loading.

18

Encourage Interaction

Make it easy for visitors to contact you. Phone number, email, web form, name acquisition page - make sure you utilize at least 3 of these options. Make sure this information is easy to find on your website!

19

Make Clicks Count

Make sure your destination for prospective customers counts! Optimizing your website or app is critical to limit visitors just hitting the "back" button and leaving. Make your call to action (what you want visitors to do) clear and easy to find so your visitors don't just hit the back button and leave.

Optimize Your Customer's Destination**Desktop/Laptop Website****Mobile Web****Mobile App****Quick Tips**

- Clear navigation
- Optimize graphics for size
- Up-to-date content
- Call to action
- Create a specific landing page



More on this later!

**Test - measure - change**

Pay attention to which pages and content receive the most attention and make them easier to find. Tracking user interaction on your site will help you to optimize your site structure, content and design creating a better user experience.

20

Make Your Privacy Policy Clear

If you want people to engage with your organization, you've got to start by building trust and credibility. Having a clear privacy policy stating you won't share personal data with others will help build the confidence people need to sign up for communications from you. Easy unsubscribe, practices like double opt-in subscription forms are also essential as is data management to ensure data security.

21

Optimize Your Website

Design your site with your user in mind - why would they come to your website? What are they looking for? Answering these questions will help you improve your overall user experience. Over direct your user experience to get them to do what you want them to do next, i.e. pickup the phone and call, fill in a name acquisition form, shop on line... Whatever your goal is for a visitor to do when coming to your website, make that action eminently easy for your visitors to find and complete.



22

Invest in Search Engine Optimization (SEO)

SEO determines how high your organization's website ranks on a list of search results. If you specialize in serving families' HVAC in Detroit, then you want your organization to be on the first page when people search "Find HVAC service in Detroit." Work with SEO specialists and invest some funds in making your website stand out when people are searching for what you do. Start by optimizing for your branded keywords (i.e., organization name) and then identify strategic keywords (i.e., what you do) and begin creating content around those terms. You can also search for tips on how to begin making your site more optimized to show up in the right search results.

23

Excellent Customer Service

Customer service is a hidden gem of a new advertising campaign. A well-prepared team can turn intrigued viewers into loyal customers. By providing prompt and helpful responses to inquiries sparked by the ads, you can capitalize on the generated interest. This ensures a smooth transition from marketing exposure to a positive customer experience, fostering trust and brand loyalty. Remember, excellent customer service doesn't just answer questions, it can also identify areas for improvement in your campaign messaging or product offerings.



“ I have been working with Salem Surround since January of 2020, primarily with digital display ads and now, SEO since mid-July 2022. Our rankings have consistently increased since we started working with Salem Media. Our ads deliver visitors to our website and our phone regularly rings with new potential clients. Most importantly, our calendar is full, and our crews have remained busy all year round. ”

Jim Velarde, Premier Custom Decks - Colorado Springs, CO

24

Optimize Your Presence on Google

Auditing your business' Google search results is essential if you're looking to enhance your on line presence and reputation. By claiming your Google "My Business" page and Yelp listings, you can ensure that your business information is accurate and up-to-date, making it easier for potential customers to find and connect with you. Responding to local reviews on platforms like Yelp shows that you value customer feedback and are actively engaged in addressing their concerns or feedback.

Optimizing your presence on Google's search results page further boosts your visibility and credibility among local audiences. These tips are essential for local businesses striving to establish a strong on line reputation and attract more customers:

Need help accomplishing these tasks? Contact a Salem Marketing Strategist to assist your business in navigating this essential marketing tool! info@SalemSurround.com.

25

Include Engaging Content on Your Website

Don't underestimate the power of informative content on your website. Including rich content attracts new customers by establishing your organization as an industry authority. By consistently publishing informative and engaging content that addresses your target audience's needs, you can build trust and brand loyalty, and improve your Google ratings.

26

Reputation Management & Repair

Negative on line reviews and bad press can be frustrating for business owners, but it is possible to reduce the impact of bad reviews and start seeing a more positive on line reputation for your business. Salem's Marketing team offers full-service reputation management, including on line reputation repair, to help your business bounce back from any negative publicity - from bad customer reviews to PR crises. It's essential to address this issue before launching a campaign to maximize spending and results.

27

Make the ‘Buy’ Link Prominent on Your Website

One of the main reasons why people will come to your website is to shop. So make the path to buying as smooth as possible. The link for these actions should be prominent and highlighted at the top of your home page—and should lead directly to the shopping cart. Users should be able to locate it in five seconds or less, and ideally it's the only click a customer has to make before making a purchase.

28

Make Your Call to Action Compelling and Prominent

If your business is service oriented, don't hide your “Get More Information” form! Place it prominently on relevant pages, like product or service descriptions. Use clear calls to action with eye-catching buttons or text to draw attention to the form. This makes it easy for interested visitors to take the next step and connect with you. If your call to action is getting a visitor to pickup the phone and call, make sure your phone number is very large and easy to find.



“We don’t have a choice on whether we do social media; the question is, how well we do it.”

– Erik Qualman, American Author of *Socialnomics* - Clare Muscutt

Social Media Marketing

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The Social Media Toolbox

The social media landscape offers a diverse toolbox for businesses to target specific audiences. By understanding the unique strengths of each outlet and tailoring content accordingly, businesses can effectively connect with their target audience and build a loyal following.

30

Social Media Strategy

Crafting winning social media posts for your business requires a strategic yet engaging approach. Focus on creating high-quality visual content, like eye-catching photos or short videos, to grab attention in the fast-paced social media stream. Pair visuals with concise, informative captions that resonate with your target audience and include a call to action.

31

Be Friendly & Engaging In Social Media

Don't be afraid to inject personality and humor into your brand voice to build connections. Remember, social media is a conversation, so encourage interaction by asking questions and responding to comments and messages promptly. By following these tips, you can transform your social media presence from an empty megaphone into a powerful tool for brand building and customer engagement.

32

Social Media - A Marketing Must

Social media marketing has become an essential element for businesses of all sizes. It provides a powerful platform to connect directly with your target audience, build brand awareness, and foster relationships with potential and existing customers. This two-way communication channel enables you to address customer questions and concerns in real-time, fostering trust and loyalty that can ultimately translate into sales and long-term success.

33

Content Marketing is King

Videos, blogs, social media posts, podcasts, e Books, emails... storytelling delivered through media types like these can engage potential customers and drive traffic to your website or landing page. Deciding on what you can share, now that's the fun part. You could demonstrate how a current customer innovatively used your product or share the story of how and why your organization began. The content you create should be engaging and relevant to the user and their needs or desires. Content marketing's greatest attribute might be that it helps create community and engender or reinforce trust in your target market as it's not overtly "adsy."

34

Sponsorship Opportunities

Sponsoring digital media like social media influencers, radio and podcast shows, websites to name a few, can boost your brand awareness by putting you in front of a targeted audience engaged with content they already enjoy. This builds trust and credibility through association with a respected online platform.

35

Use Social Media to Create A Following

Developing an engaging and informative social media presence is a powerful tool to drive potential customers to your website. The two-way communication medium of social media provides the perfect arena for you to connect with your target audience. Don't wait for customers to discover you on your website, go where the audience is and share your message on social media!

36

Develop Social Media Partnerships with Influencers

Social Media is the 800lb gorilla in marketing that you can't afford to ignore. Social Media influencers garner thousands and sometimes millions of followers who are eager to try products endorsed by the social personality. With so many influencers across the globe to choose from, there's likely dozens who reflect your values and share your target demographics. Partnering with one or more influencers allows you to instantly increase your customer base.

37

Share Content on Social Media

Posting engaging content on your company website can be a powerful marketing tool, allowing you to share industry insights, showcase expertise, and build trust with potential customers by providing valuable, informative content. Feature content posts on your social media channels including Facebook, Instagram, Linked In or YouTube to drive traffic back to your site where you can invite visitors to comment on your content or invite them to sign up for your email newsletter.



Facebook

Demographic = 35+

Facebook excels at brand awareness, reaching a large user base with captivating visuals and stories.



Twitter X

Demographic = 18-34

Excellent for promoting your brand, products or services to a targeted audience.



TikTok

Demographic = Ages 18-34

For creative and trend-driven marketing TikTok is ideal. Viral content on this medium can have a huge ROI.



You Tube

Demographic = All Ages

YouTube provides a powerful platform for in-depth video content.



LinkedIn

Demographic = Business to Business

LinkedIn caters to professionals, allowing B2B companies to connect with industry leaders and potential clients.



Instagram

Demographic = 18-34

Businesses can reach a highly engaged audience on Instagram which garners over a billion users a month.

Landing Pages

“On average, 8 out of 10 people will read your headline copy, but only 2 out 10 will read the rest.”

– Brian Clark



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Remember Who the Landing Page is For

Organizations often write landing pages for themselves. They talk about “our business” and use other organization-centric language. Instead, focus solely on the customer and their needs. If the landing page never mentions your organization once (aside from a logo at the top), that’s great!

Landing Page Components

Headline connects to the reason why the person went to the page

FREE offer download with email submission

Testimonials and quotes increase interest and urgency

Multiple Calls to Action

Prominent futurist, bestselling author and savvy American investor George Gilder reveals...

"AI Will Revolutionize Humanity... Here's How I'll Profit From It!"

How investing in the right "AI beneficiaries" could deliver me massive returns...

YOURS FREE!

Get Your Free Report:

Enter your email address

DOWNLOAD YOUR REPORT HERE

As a bonus, you'll also get George Gilder's weekly newsletter, Gilder's Company, and other leading financial news and advice. (Privacy Policy)

AI (artificial intelligence) is a massive, disruptive force and, whether you love it or loathe it, it's here to stay. But like any massive societal disruptor (like the Internet was in the 1990s), investors must learn how to **benefit from it** by investing in companies that will benefit from it rather than necessarily drive forward its growth and be exposed to the growing pains and risks.

There are **three companies** we've identified in "Icons of Artificial Intelligence: The Top AI Stocks for 2024", our FREE report that reveals the stocks George Gilder believes could soar in 2024 because they benefit indirectly from the growth in AI.

Here's one of the stock Gilder recommended and its performance over just the past six months:

Since Gilder first suggested trading in this stock, the stock is up more than 400%!

We share more about this in our free report on AI, yours for the downloading on this page - simply enter your email here:

Get Your Free Report:

Enter your email address

DOWNLOAD YOUR REPORT HERE

As a bonus, you'll also get George Gilder's free weekly newsletter, Gilder's Company, and other leading financial news and advice. (Privacy Policy)

Many of the AI investments George Gilder shared with his readers have experienced strong results, and since he first started investing in them many are strong winners, including:

- One American company that we've seen an almost 200% gain in it since we started investing.
- Another American company we like and since our first trade in this we are up more than 400% and we believe that it has lots of growth still to come!
- A solid, if not "sexy", company with a 25.3% growth over the last six months in its stock price and that's still very much a buy in our view.
- One "non-obvious" pick that's up over 80% in the last six months!

YOURS FREE!

Get Your Free Report:

Enter your email address

DOWNLOAD YOUR REPORT HERE

As a bonus, you'll also get George Gilder's free weekly newsletter, Gilder's Company, and other leading financial news and advice. (Privacy Policy)

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manual jobs that could be more efficiently performed by a robot."

Steve Forbes says: "Few men and women in modern times have been so consistently farsighted in fathoming the future of high technology as George Gilder has been."

Ruth Limbaugh says: "It would behoove you to study everything you can get your hands on by George Gilder, a true American genius."

James Altaber says: "Somehow George Gilder has been able to predict the future for decades!"

Bruce Atkinson says: "I followed [George Gilder] in the late 1990s and made boatloads of money."

AI is here to stay—George Gilder reveals why he intends to profit from it.

Tell us where to send your FREE report, while it's still available, by filling in the box below. You'll also get access to George's latest messages where he shares more opportunities through investing in the companies that benefit indirectly from AI.

YOURS FREE!

Get Your Free Report:

Enter your email address

DOWNLOAD YOUR REPORT HERE

As a bonus, you'll also get George Gilder's free weekly newsletter, Gilder's Company, and other leading financial news and advice. (Privacy Policy)

GILDER'S TECHNOLOGY REPORT

Final call to action emphasizes what the gift will do.

39

Give People a Great Reason to Buy

Your landing page should have a strong value proposition that connects with the felt need of the reader. Copy should avoid being exclusively about your business but rather about the needs of the customer.

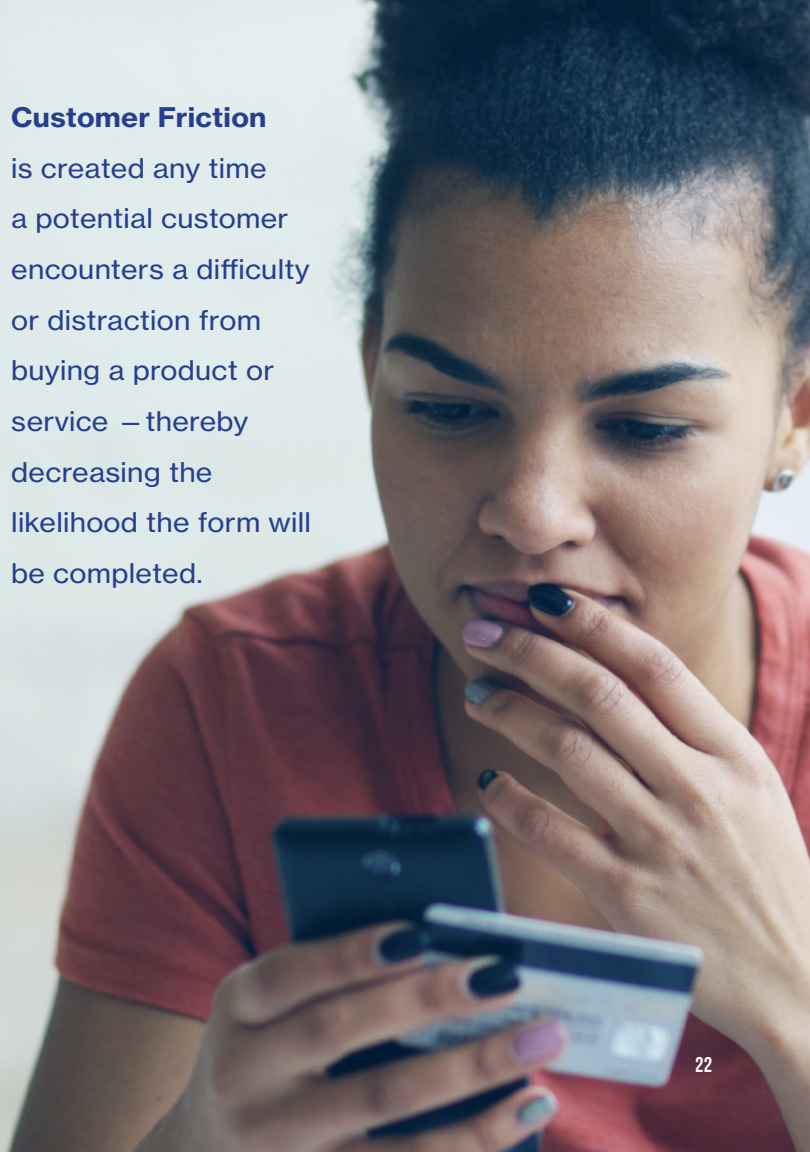
40

Use Web-Friendly Graphics for Faster Loading Times

Studies show that if a landing page takes too long to load, a percentage of visitors will abandon. Ideally, a landing page should take less than two seconds to load. So don't make your page sluggish with high-resolution graphics. Use web-friendly resolutions that will enable your page to load quickly. Also, you can test your page load speed at tools.pingdom.com for free.

Customer Friction

is created any time a potential customer encounters a difficulty or distraction from buying a product or service – thereby decreasing the likelihood the form will be completed.



41

Craft Compelling Headlines

Research tells us that if people read one thing on your page before buying/responding, it will be your headline. So your headline should communicate your value proposition in a quick, compelling way. Think of it as answering the question, “What’s the most important thing you’ll gain by buying this product or service?”

42

Use Bullet Points to Emphasize Value Proposition

After the headline, it’s been shown that eyes naturally move to bullet points within the copy of the page. Use these to unpack the value proposition—explain the “how.” If the headline tells the reader that their purchase today will improve their life, bullet points are a great opportunity to give three to four tangible ways that’s going to happen.

43

Use Paragraphs to Make Copy Scannable

Eye scan tests reveal that most people are going to scan the copy on your landing page instead of reading it word for word. Therefore, it’s imperative that you break up the copy into easily scannable and digestible paragraphs.

44

Add a “Second Headline”

Just before the name acquisition form begins, create a second headline that reinforces the value proposition, reiterates what the form submission will do, and helps the customer understand the necessary next step. So if your headline is, “Start Saving Money Today With AARP Customer Select,” then your second headline could be, “Complete the form below to save money on everyday items.”

Cognitive Load is the stress felt by prospects when they are forced to make a decision. This stress can often lead to abandonment of a landing page form.

45

Reduce “Cognitive Load” on the Prospect

Purchase decisions are tough to make for a prospect. What should I buy? How much should I spend? And studies show the greater this “cognitive load” is on a potential customer, the more likely they will opt out of buying or filling out a form completely. The fewer decisions people have to make on your landing page, the more likely they are to complete the form. If you must include a decision, prioritize or preselect a decision for the customer.

46

Don’t Wait to Show Prospects They Missed a Field

It’s absolutely frustrating to complete an entire form on line, click the button and then be told you missed a field. What’s even more infuriating is if you have to start all over again because of it. Set up your forms to notify customers the moment they skip a required field.

47

Minimize or Remove Links That Take You Away From The Page

You want people who make it to your landing page to stay there. Avoid hyperlinked text or images that take them away from the page. This also includes removing a navigation bar at the top that may appear on your website or a footer full of extra links. A good rule of thumb of the only ways for a customer to leave the page are the following: to click “back,” to close the window, or to finalize a sale or interaction.

48

Make Acquiring a Name Or Making Sale on Your Landing Page a One-Step Process

A good landing page shouldn't take multiple clicks to complete. If a potential customer has to navigate through multiple pages or, worse, is forced to create an account to buy, this creates friction, which will decrease response.

49

Ask Only for What You Need

Too many organizations require nonessential information for someone to complete a sale. If a potential customer sees too many fields, that's a friction point that will result in a decreased response.

50

Optimize Your Point of Purchase Page for Mobile

Many businesses today have more people buying on line by mobile than they have buying by on desktop or laptop computers. When a shopping page isn't optimized for mobile, the odds a mobile visitor will complete the sale decreases dramatically. So be sure your shopping cart platform is easy on a mobile device.

A recent study by NextAfter showed that simply adding one nonessential field to a purchase page— cell phone number— decreased response by 50%.

51

Build Confidence With Security Markers

Help customers feel secure buying on line by taking steps such as utilizing an “https” URL and a simple padlock or “secure” seal. Even a piece of text that says “all transactions are secure” helps. While these may seem like small steps, customers who are told they’re in a secure atmosphere are 10% more likely to buy!

52

Utilize Third-Party Endorsements and Validators

Put the customer over the top with confidence right at the moment before they complete a transaction by using a seal of approval, a quote from someone reputable, or anything else that reinforces their trust in you. Ideally, this can be placed close to the “Buy” button on the form.

53

Keep the Main Thing the Main Thing

Each word of copy on your landing page should directly relate to the product or service the customer is (hopefully) about to buy. Don’t utilize valuable landing page space writing a narrative or talking about other ways to interact with your organization. Get to the point - “Start Saving Money Today With...” It’s why they are there.

54

Make Online Forms Appear as Short as Possible

Reducing the amount of information you collect is a good start. But take it a step further by not requiring a lot of scrolling to complete the form. For example, instead of putting the first name and last name fields on two separate lines—one on top of the other—reduce the form length by putting them on the same line.

55

Send Customers to Different Pages Based on Motivation

Landing pages should match the call to action to which the visitor responded. It creates friction if a visitor clicks to sign up for a Free Insurance quote but is sent to a page with unrelated information. Therefore, different name acquisition pages should be created to direct customers along the same motivational journey toward buying their product or service of choice.

56

Don't Take Customers to a Verification Page

Verification pages appear right after you click "submit" on a purchase page and ask you to confirm all the information you have just given. One study showed that removing this additional step between the original form and confirmation page resulted in a 176% increase in completed transactions.

57

Create a Well-Written and Informative Confirmation Page

Your post-transaction confirmation page should thank the customer by name and thank them for filling in the lead generation form. You can then give them further information regarding your services like the following:

- Notify them of upcoming service discounts
 - Ask if they have friends who could benefit from your services and include social media and email sharing icons
 - Share testimonials from your current clients
 - Direct them to other content areas on your website
 - Include a phone number or email address for immediate contact
-



Lead Generation

“To build a long-term, successful enterprise, when you don’t close a sale, open a relationship.”

– Patricia Fripp



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Use Exit-Intent Popups

Exit-intent popups help draw in visitors who are about to leave your website, providing a last-minute chance to engage and convert them. By offering exclusive discounts, access to limited content, or strong calls to action, these popups can lower your bounce rates and boost conversions. Exit-intent popups can turn visitors who are about to leave into leads or customers by addressing any objections or providing incentives at the critical **moment**.

59

Reinforce Your Message at the Decision Point

If possible, add a short blurb near the “Buy” button reinforcing what their purchase or form submission will do for them. A simple “Your purchase today will ...” helps at the moment of final decision and increases the chance that you’ll acquire a new customer.

60

Live Chat on Website

Live chats offer instant customer service and can improve your user experience by responding to questions in real time. Instantaneous communication has the ability to boost your consumer satisfaction and foster trust among prospective customers. Live chat gives your business insightful information about the preferences and problems of their customers, facilitating more individualized communications.

61

Behavior Targeting, Intent Targeting & Geofencing

Technology makes it possible to conduct highly targeted marketing campaigns by delivering customized advertisements based on prior client activities on line and a potential customer’s physical location. This allows your business to send highly targeted ads during crucial decision-making times. Location-based messaging (geofencing) can increase foot traffic to storefronts enhancing the efficiency of local marketing.

62

Digital Out-Of-Home

To improve relevance and engagement, DOOH offers personalized messaging and real-time content updates based on audience demographics, time, and location. It provides excellent visibility in public areas, expanding brand awareness and connecting with a large audience. DOOH campaigns work well with social media and mobile marketing, expanding your reach, encouraging on line engagement, and ultimately generating a new lead.

63

Digital Marketing

Through real-time consumer engagement, insightful data collection, and swift strategy adaptation based on success metrics, your business can leverage various channels such as social media, email, search engines, and websites. Long-term client connections are cultivated, on line sales are increased, and brand recognition is improved through digital marketing resulting in more leads generated for your business!



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Digital Marketing Services

Our digital marketing agency is focused on providing SEO services, and our team of knowledgeable experts will help you increase your organic traffic with Google and other search engine rankings. A local SEO is comparable to your company's digital neighborhood beacon! Getting your website to appear first when locals look for what you provide is the main goal. The value of local SEO can be seen in your business appearing on Google Maps whenever a nearby customer searches for your kind of good or service!

65

Marketing On YouTube

Video content is uniquely attention-grabbing. It affords your business the opportunity to highlight your goods or services, how to utilize them, and also strengthens your emotional bond with viewers. Furthermore, YouTube's advertising choices enable targeting according to demographics, interests, and behaviors, guaranteeing that the most relevant prospective consumers see your commercials. Leads generated on YouTube, can increase sales encouraging potential customers to contact your business.

66

Programmatic Advertising

The automated buying and selling of digital advertising space (programmatic advertising) enables more effective and data-driven ad placements for your business. Programmatic advertising maximizes your return on investment as it provides accurate targeting options based on user behavior, demographics, and other factors. It also offers thorough statistics, allowing you to continually improve your marketing tactics and generate more leads.

67

Marketing Partnerships

Sharing your message with the audience of an established media organization will help your business reach your audience of choice. Tapping into an audience to whom you'd otherwise not have access to can generate highly targeted leads. Salem Media boasts a loyal audience of tens-of-millions monthly, an audience that can be introduced to your business on a local or national level.

“When someone starts listening, you should say hello, right? When someone asks for more, give them your best. I think of the welcome series as both smart marketing and common courtesy.”

- Andy Crestodina, Chief Marketing Officer, Orbit Media



Email Best Practices



SALEM[™]
SURROUND

68

If Your Email is From a Person, Make It Look Like It

It's one thing for your email to be from a person—it's another to make it feel like it's from a person. Emails from a person that are too graphic and copy heavy can undermine the personalization of the email. Including a signature or head shot along with your name in the sign-off is a dead giveaway that it is not really a personal email.

69

Make the Purpose of Your Email Clear

All too often, emails coming from businesses contain far too many calls to action. They're part thank-you, part get involved, part financial ask, and part explainer. Make each piece of communication you send out have a single-minded purpose—and make it clear to the reader.

70

Study and Test Your Audience

While there are some hard-and-fast rules for communicating with your customers, every customer responds a little differently to different communication. There are myriad reasons why, but what's important is to get to know your customers. So be sure to conduct tests of your email list: Which subject lines work best? How responsive are your customers with a strong ask? Do longer emails increase or decrease response? Most mass email clients today have A/B split testing, so utilize that tool to get to know how your customers respond best.

71

Send Emails to People Who Want Them

There's a cost to sending emails to people who don't open them. It will affect your sending reputation, which can cause future emails to end up in your recipient's SPAM folders. A best practice is to segment your email list so that only addresses that have engaged with an email in the past 90 days get your communications. If you aren't regularly removing inactive emails from your list, it is likely that far fewer emails are ending up in the inbox than you think.

72

Be Sure Your Emails Are Mobile Optimized

Many people, if not most, are reading your email on their phones. So before you send your email, check it out on mobile to ensure that the text is readable without "pinching" to zoom in and that your graphics work well. Most email services do this for you, but it's always best to make sure.

73

Keep Emails Simple

An uncomplicated email template is key. Subscribers want to quickly know why they got the email and what action they should take. Try a simple approach by putting an organization logo at the bottom, using a hyperlink instead of the standard call-to-action button, and avoiding any obvious design that requires HTML formatting. This simple arrangement typically outperforms beautifully designed emails.

74

Communicate, Communicate

Studies show that it's best to send 10–19 emails per month. That means sending three to five emails per week can bring in the best results... As the frequency increases beyond this range or below, open rates can experience a slight decline. You might feel like you're over-communicating. But remember, your subscribers aren't thinking about you as much as you're thinking about you. They have to be reminded.

75

Thank New Subscribers Immediately

A recent study details that welcome or thank you emails garner a startling 42% open rate and a 14% click through rate. A personalized confirmation or receipt is a must whether you're dealing with a new subscriber and an unparalleled opportunity to build trust and loyalty in that individual. The confirmation can be short but should clearly communicate appreciation and let the reader know they'll be getting more from you.

76

Try Sending When Others Don't

Competition for the email inbox is intense, so experiment with sending when others don't. Only 16% of emails go out on the weekend. There is also less volume early in the morning (4 a.m. – 6 a.m.) or late afternoon (1 p.m. – 4 p.m.).

77

Early Email Interaction

If you don't interact with a potential consumer within the first few days after their sign up, their interest will swiftly dwindle. Sending emails earlier—ideally, once a day for the first four to seven days—sharing more about your business and encouraging them to learn about your offerings is a more successful strategy. This communication is routinely called a welcome email series and is often the most fruitful email interaction you may have with your new customer. After establishing trust over the course of two weeks, aim to wrap up your on boarding series and move recipients into your regular contact cycle.

“ We can, with almost 100% certainty, record who came from our email marketing. When comparing how much we’ve spent on the emails vs sales, ROI is well over 10x the amount we’ve spent. Not only just new customers, but we have signed customers up on maintenances from these emails, meaning they will continue to use our services.

2023 Quick Guide to a Better Home - Bloom Edition



Pest Control Crawl Space

[CLICK HERE TO GET A QUOTE](#)

Water seems to always be the hot topic here in the PNW, so let's dive into it! Check out our top 3 info blogs on keeping your home dry this year.



The teams that work on these emails make sure everything we need and want is not only met, but that they exceed our expectations. Reporting like this, is one of the many reasons Bloom will be a customer for a very long time

- Danielle Schneider | Marketing Manager ”

Mold

It's a scary word, but something we should all familiarize ourselves with. Here we have what to look out for and how to prevent it, check it out.

[LEARN MORE](#)

Groundwater

If you've gotten our emails before you've seen this post, but we think it's worth a second read. Understanding groundwater can help you make those important steps in having a dry home.

[LEARN MORE](#)

Case Study: Anytime Restoration Fire & Water Damage

Goal: Increase Phone Calls and Appointments



Campaign

Pay Per Click, Retargeting Display Ads, and Streaming Radio



Strategy

We put together e-mail marketing campaign that hyper targeted Blooms targeted demographic with match back reporting showing who received the e-mails.



Results

6 Month campaign
38.90k Opens – 3.02k Clicks – 17.29% Open rate

78

Do a Paid Digital Acquisition Strategy with a List Rental or Buy

When you have found an appeal that works really well with your audience, you can exponentially expand your reach by renting a list with subscribers who align with your mission. So if, for example, your mission is to help people plan for their financial future, you may consider approaching another organization that works with your target audience to see if you can pay them to rent their list.

Maximizing your return on investment here is key, so having a guide that understands where a receptive audience can be found is key before proceeding in this area.

79

Send a Direct Email to an Advertising Partners Email List

At Salem Media Group, we manage and maintain over a hundred email lists with over 5.1 million subscribers. Leveraging our relationship with subscribers in these lists for email sends for advertisers like you regularly produces extraordinary results. We take into consideration your target audience and what you're offering our subscribers and design emails with engaging messaging and clear calls to action to drive traffic to your website, app or landing page. Once there, an on line name acquisition form or product sale will make that visitor your subscriber/customer.

“Your call-to-action is the key to turning a website visitor into a lead, and ultimately, a customer.”

- Neil Patel

Call To Action

80

Call to Action - Why It's Important

Calls to action (CTA) prompt potential customers to take a desired action, such as making a purchase, signing up for a newsletter, or contacting your company via phone, contact form or lead generation page. CTA guide and motivate your audience, turning passive visitors into active participants and driving conversions around your business. A CTA is essentially telling your potential customer what you want them to do next.

81

Include Clear Buttons with a Call to Action

Let's face it, most people don't read the emails they get or process the ads they see. For most people, "reading" an email or website means a quick scroll through. This is where buttons are your friend. Buttons stand out from the copy and are a quick summary of exactly what you want the reader to do. They communicate a felt need based on the person's interest in your organization.

82

Banish the Phrase, "Click Here"

The phrase "click here" is robotic, redundant, and unnecessary. Just about everyone who uses the Internet knows what to do when they see a button that will take them somewhere. Also, with so many viewing your email on a screen they can tap, clicking isn't an option. Bottom line, "click here" doesn't reinforce your value proposition, and your call-to action copy is better served without this phrase.

83

Calls to Action on Audio/Video

When advertising in an audio or video marketing channel, your call to action must be easy to recall. A web address, phone number or better yet, a link on the video description if advertising on YouTube. Audio calls to action in podcast, streaming or radio marketing should be repeated for maximum effect.

Crafting Calls of Action That Get Clicks

Your call-to-action copy is the moment of truth for your potential customers. Reading it should give them a quick summary of what their “click” will do. Calls to action need to be relational—exciting - avoiding any robotic or transactional language. Not only that, they should also communicate a sense of urgency to get the reader to take action now.

In the case of email marketing, button copy should be shortened, first-person version of your email's call to action. The example to the right demonstrates Salem Media's Call To Action messaging for a variety of general market clients.

Use this:

Button copy:

- ✓ **Join Free For a Month**
- ✓ **Talk to Us**
- ✓ **Explore Our Options**
- ✓ **Save On My Insurance**
- ✓ **Save Now**

Not this:

- ✗ **Go**
- ✗ **Click here**
- ✗ **Submit**
- ✗ **Review**
- ✗ **Continue**

Contact us at

info@SalemSurround.com to learn more about how we can put these marketing principles to work for you.

“Smart brands don’t just ride trend shifts.
They start them.”

– Ann Handley

Omni-Channel Marketing



SALEMTM
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84

Omni-channel Marketing - Tell Your Story

Develop consistent, identifiable brand tone, and messaging and share your story across a variety of channels. Today's media landscape affords a plethora of opportunities to communicate your good or service to target audiences in a variety of places through the written word, video and audio. Once you've identified your target audience, explore the different means of reaching them through these options.

85

Select The Right Channels

Selecting the perfect marketing channels hinges on understanding your target audience. Where do they spend their time on line? Are they avid social media scrollers or industry news readers? Aligning your story with the channels they frequent increases the chance it will resonate and leave a lasting impression.

86

Target The Right Audience Through Multiple Media Channels

Omni-channel marketing provides a tailored approach ensuring your message gets to your target demographic. Once you identify your goal and target audience, utilizing a variety of marketing mediums, select radio stations/ programs, email, podcasts and/ or on line audio streams and websites that already reach your audience of choice. Leverage this existing relationship and share your marketing message to create a personal connection.

87

Segment Your Audience and Create Multiple Ads Around the Same Offer

Studies show that people are much more responsive to multiple ads around an offer than they are to seeing the same ad over and over again in a "one-size-fits-all" campaign. Vary your ads and make them specific. Target men with a certain ad, and women with another. Then vary your copy based on age or some other demographic. Let those ads run awhile, then try something different and compare.

88

Radio Advertising

Radio can help you increase brand identification and encourage direct response in a local market, resulting in increased business.

This tried-and-true channel provides an affordable means of reaching potential consumers who are tuned in to their preferred stations, amplifying your message to the stations loyal and engaged listeners.

89

Podcast Host Promotion

Podcast advertising offers a treasure trove of benefits: highly engaged listeners, targeted demographics, and host endorsements that boost trust. To unlock this potential, find podcasts your ideal customer listens to, craft a compelling ad script that integrates with the show's content, and leverage the host's personality for a powerful impact.

90

Video Advertising

Did you know that video ads have an unparalleled recall rate? Eighty percent of Internet users can remember a video ad they watched in the last thirty days, making video advertising a highly effective tool in your omni-channel marketing toolkit. Discover how Salem Media can assist you in leveraging the power of video ads to boost your marketing efforts!

91

Sharing Your Message With Video

Whether you create explainer videos, customer testimonials, or behind-the-scenes glimpses into your organization, high-quality video content can significantly enhance your marketing efforts. Video content marketing can be a game-changer for organizations. Captivating videos can grab attention quickly, explain complex concepts in an engaging way, and tell your organization's story in a memorable format.

92

Utilize 360 Marketing

360-degree marketing immerses potential customers across multiple channels like social media, email, radio, and paid search, creating a cohesive brand experience. By targeting preferred channels, you deliver impactful messages, guiding customers along the path to purchase. The modern path to purchase involves various steps: initial awareness through advertising or social media, researching options on the company's website or reviews platforms, engaging with the brand through email or social media updates, and finally making a purchase on line or in-store.

93

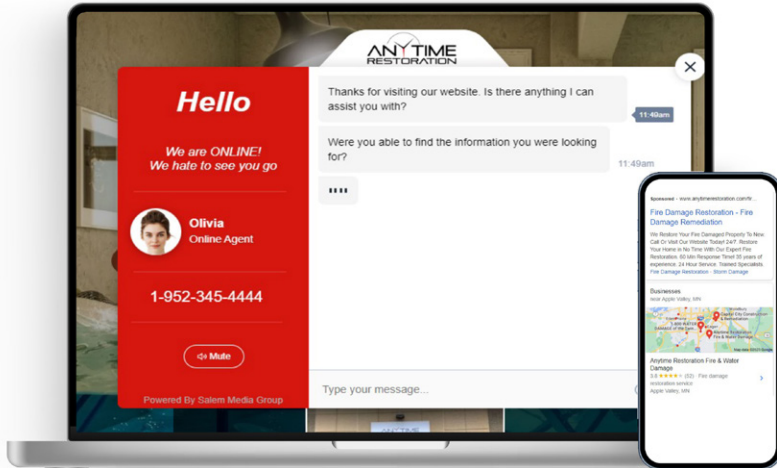
Surround Marketing Through Audience Targeting

Technology affords extraordinary opportunities for audience targeting. Geo-targeting in marketing is a strategy that tailors advertising content to a specific geographic location. It uses data like IP addresses, GPS signals, or cellular data to pinpoint a user's location and then deliver ads relevant to their area. Imagine a local bakery advertising summer treats only to people in warm climates, or a sports clothing store sending discount alerts to users near their physical location. Demographic targeting is another means of zeroing in on just the right people who will want to hear your message. This targeted approach allows businesses to spend their advertising budget more efficiently and reach customers with messages that resonate with their local needs and interests.

“After searching for a new vendor to handle my PPC campaign, I contacted Salem Surround after seeing the great work they did for a restoration company in a different market. Their team of experts recommended a mix of multiple tactics designed to get my business the most quality leads at the lowest cost – making my marketing budget stretch farther.

In our first year of partnering with Salem Surround we recorded our best year to-date and have told many people how blessed I was to find them. Their representative answered the phone every time I called and quickly addressed any questions or concerns, I had.”

- Verdean LeMaster, Owner



Case Study: Anytime Restoration Fire & Water Damage

Goal: Increase restoration leads to the business on a monthly basis.



Campaign

Surround Search, Surround SEO, Surround Presence & Live Chat



Strategy

Capture residential and commercial water and fire damage restoration leads through Paid Search, SEO & Live Chat



Results

Anytime Restoration recorded its highest annual gross billings in their 40-year history with Salem Surround

94

Reinforce Your Message With Display Ads

Display ads are a vital tool for reaching your target audience across the web. They can build brand awareness, drive traffic to your website, and promote specific products or offers. But in a sea of on line content, it's crucial to make your ads stand out. Here's where best practices come in:

- Keep it simple and visually striking
- Focus on a clear value proposition
- Have a strong call to action
- Don't ever use the words "click here" or "submit" on a button

By grabbing attention and effectively communicating your message, display ads can become a powerful engine for your marketing campaigns.



My prayers
for a good
night's sleep were
finally answered...

FIND OUT HOW →



**GET MY FREE
INFO PACKET**

Medi-Share
Affordable, Biblical Healthcare

**It's time to
revive the
American
Dream.**

NEW FROM
YUVAL LEVIN

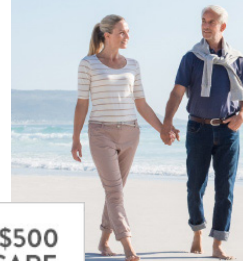
GET THE BOOK



Have you ever thought
about how your faith fits
into your investments?

Maybe it's time you did.

FREE Investing Guide



Praxis Mutual Funds
A fund family of Everence

Distributed by Foreseer Financial Services, LLC.

95

Harness New Technologies To Share Your Story

Marketers are able to control what display ads show during a specific audio stream on line and track visitor traffic when a particular show aired. A pixel can be inserted into the code of a site that can report when a person didn't complete a form or a shopping experience. This unresolved user experience can then retarget that customer and show them ads containing the product they had in their abandoned shopping cart.

96

On Line Reputation Repair

A strong business reputation is crucial for customer trust, loyalty, and overall success. We can assist you in preserving a favorable reputation on all review sites and fighting unfavorable comments. We have expertise in managing your on line reputation because of our background in both internet marketing and public relations.

97

Survey to Offer

People love to voice their opinion which is why surveys are popular engagement tools for marketers. Asking a potential or existing customer to respond to a survey primes them for an ask or offering. For instance, send a survey by email, through display ads or social media. When the viewer clicks to note their response, the page they are taken to has a FREE offer like an eBook or special blog post content. You could even route them to a specific shopping page where a product is available which pertains to the topic you covered in your survey.

98

Paid Search

Google AdWords show your ads to users who search for certain keywords. Success in this medium make it a cornerstone of marketing and is long considered one of the strongest marketing assets available. Campaigns begin with writing ad copy, selecting particular keywords and determining the landing page on your site.

99

Direct Email Targeting

Email remains a powerful marketing tool despite the rise of social media. It boasts a high return on investment, reaching a familiar and permission-based audience directly in their inboxes. This targeted approach allows for personalized messages that nurture leads, drive sales, and build lasting customer relationships. We've dedicated an entire chapter to Email best-practices in this guide - so more on this channel later!

100

Offer a Tangible Incentive

Study after study shows that a tangible incentive to buy or fill in a lead generation form is a strong motivator for a sale. Free ebooks and premium access to web content are powerful incentives. If you can offer a free product, service, or anything else of value, the conversion rate of the sale or lead-generation form goes up exponentially.



“Open enrollment is going great! We are hitting record numbers! Thank you so much for this report. It really is amazing to see how the marketing is really shaping our enrollment around the city. Reemi Weeks, Federal Navigator

- Ana Maria Garza Cortez | Chief Marketing Officer of
CentroMed, San Antonio

Case Study: CentroMed - Enroll SA

Goal: Promote Open Enrollment to increase enrollment numbers for health insurance



Campaign

Facebook Lead Generation Ads, Social Retargeting, Intent Targeting, Site Retargeting, Geofencing, Addressable Geofencing and DOOH in San Antonio and surrounding areas



Strategy

We put together a strategy to increase leads to the EnRoll SA website, track visits from the geofences to grow open enrollment using a multi-tactic campaign



Results

Since September 2022 the Facebook campaign has been viewed 733,580 times and the Display/Geofence campaign has been viewed 1,152,330 times and brought in 1,151 new visits from the geofences. The DOOH has been viewed 125,533 times.

101

Invest in a Texting Platform

Texting is a much more immediate and personal means of communication than email. Have a compelling reason for people to give you their phone numbers so they can receive text messages from your business. But be careful! The personal nature of text messaging means you could very well turn off a potential customer if they're not expecting a text from you. So be sensitive to that, and have a clear way for text subscribers to opt out if they don't want texts.

102

Texting Do's and Don'ts

Get permission to send to your contacts and ensure data security. Sending text unsolicited will damage credibility. Limiting frequency helps to cut down on unsubscribes. Be concise and ensure value and a clear call to action. Focus on exclusive offers, time-sensitive promotions, or essential updates to drive engagement and avoid overwhelming subscribers. Make recipients feel special with exclusivity like discounts, freebies or alerts. Use a engaging call to action that inspires immediacy.

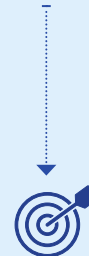
Case Study - Monorail

Goal: Increase brand awareness and drive downloads and user interaction with this FinTech App:



Campaign

SMR bubble-up with Salem Host & on line Influencers using endorsements, social media, podcast & Eblast. DMS national campaign using SEO, PPC, Display & Social.



Strategy

We started with a strong 3-month brand awareness campaign that included A/B testing on display ads to help identify their true ideal user for the Monorail app. SEO & PPC helped us fine tune keyword searches & website content which helped to generate higher click through rates & app download conversions.



Results

In 2-months we've doubled their website activity, reduced their cost of conversion by \$15, brought their CTR up from 0.05% to the industry average of 0.09%, dynamic ads are at 3.46% CTR. They have 12 keywords in the top 10 and they have a total of 1,000 app downloads.

So, how do I get started generating leads for my business?

I hope you've found inspiration and valuable insights in this guide to fuel your business's growth! Each tip here reflects Salem Media Group Marketing's own strategies and proven methods.

Our team of Salem Media Marketing Strategists is ready to assist you in applying these effective marketing practices, leveraging the latest technologies to elevate your brand across all the channels discussed in this guide.

At Salem Media, we connect with tens of millions of dedicated and engaged audience members every day. Whether you're a small local business or a national organization, we have tailored marketing solutions for you. Let's work together to amplify your message to our audience. Reach out to us today, and let's explore how we can collaborate to expand your business, attracting, nurturing, and converting customers along the way.



Contact us at

info@SalemSurround.com to learn more about how we can put these marketing principles to work for you.