

# Clicks

The Online Marketing Guide for Small Business

5 Types of

**VIDEO MARKETING**  
to **BOOST** Your Business

Navigating the **REOPENING**  
of Your Business During the

**COVID-19 PANDEMIC**



Your Next

30  
DAYS...



*The Ultimate*

**60-Minute**  
**Business Audit**

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Video marketing is still the king of the hill when it comes to driving clicks and sales. The numbers don't lie either. Viewers retain 95% of a video's message after watching it and 93%

of business retain a new customer when they post a video on social media. Most importantly, companies that use video in their marketing experience 49% faster growth than companies that don't use video. Video is easier and more affordable to produce than ever before, and here are 5 types of video marketing to try to help you grow your business.

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Many US States as well as other countries have begun to relax their lockdowns. It remains to be seen what impact reopening will have on the number of cases, but it's an economic

boon to the owners of small and medium-sized businesses. What can you do to keep your employees and customers safe? Is it reasonable to reopen or should you wait? These are all important questions so let's get into it. Here's what you need to know to navigate the reopening of your business.

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Marketing in a time of economic crisis is no joke. But you already know that. Let's face it: it's difficult, at best, to know how to handle your marketing when unemployment numbers are high,

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Audits. Nobody likes them, am I right? But audits serve a purpose – and if your business is closed right now because of the COVID-19 pandemic, then this is the perfect time to change 'audit' from

a dirty word to a tool that can help your business thrive. The good news is, it's easy to do. Your business could probably use some fine-tuning, and an internal audit of your resources and processes can help you get everything in order so, when you do reopen, you'll be more successful than ever.

## Welcome To Clicks Magazine

Thanks for checking out our 10th issue of Clicks, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local 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,

Charles & Linda  
Musselwhite Marketing

### CLICKS IS BROUGHT TO YOU BY

Musselwhite Marketing is the leading small business marketing service in the North San Diego area for over 10 years. We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.





# 5 TYPES OF VIDEO MARKETING TO BOOST YOUR BUSINESS

Video marketing is still the king of the hill when it comes to driving clicks and sales.

The numbers don't lie. According to Social Media Today:

- 72% of consumers prefer to watch a video to learn about a product or service
- 93% of business retain a new customer when they post a video on social media.
- Companies that use video in their marketing experience 49% faster growth than companies that don't use video.

I hope you're as impressed by these statistics as I am. Since video is easier and more affordable



# #1

## PRODUCT AND SERVICE DEMO VIDEOS

People need to understand how a product or service works – and how it will benefit them – before they buy it. I don't think I need to explain why because I'm sure you feel that way too. If you don't grasp a product's significance or how it can help you, you're not going to spend your money on it.

For that reason, demo videos are a cornerstone of any effective video marketing strategy. Product demo videos are straightforward, but here are some things to keep in mind:

- > If the product requires assembly, include a demonstration in the video
- > Show the most common uses for the product
- > If there are alternate uses, include those too
- > Consider adding some instructions about caring for or cleaning the product

If you sell a service, the rules are a little different. Your video should include:

- > An overview of the service
- > A step by step review of what the service includes
- > A service walk-through to let potential clients know what they'll be getting if they sign up

Demo videos should be posted on your website as close to the point of sales as possible. You may also want to put them on a dedicated landing page, your blog, and your social media pages.







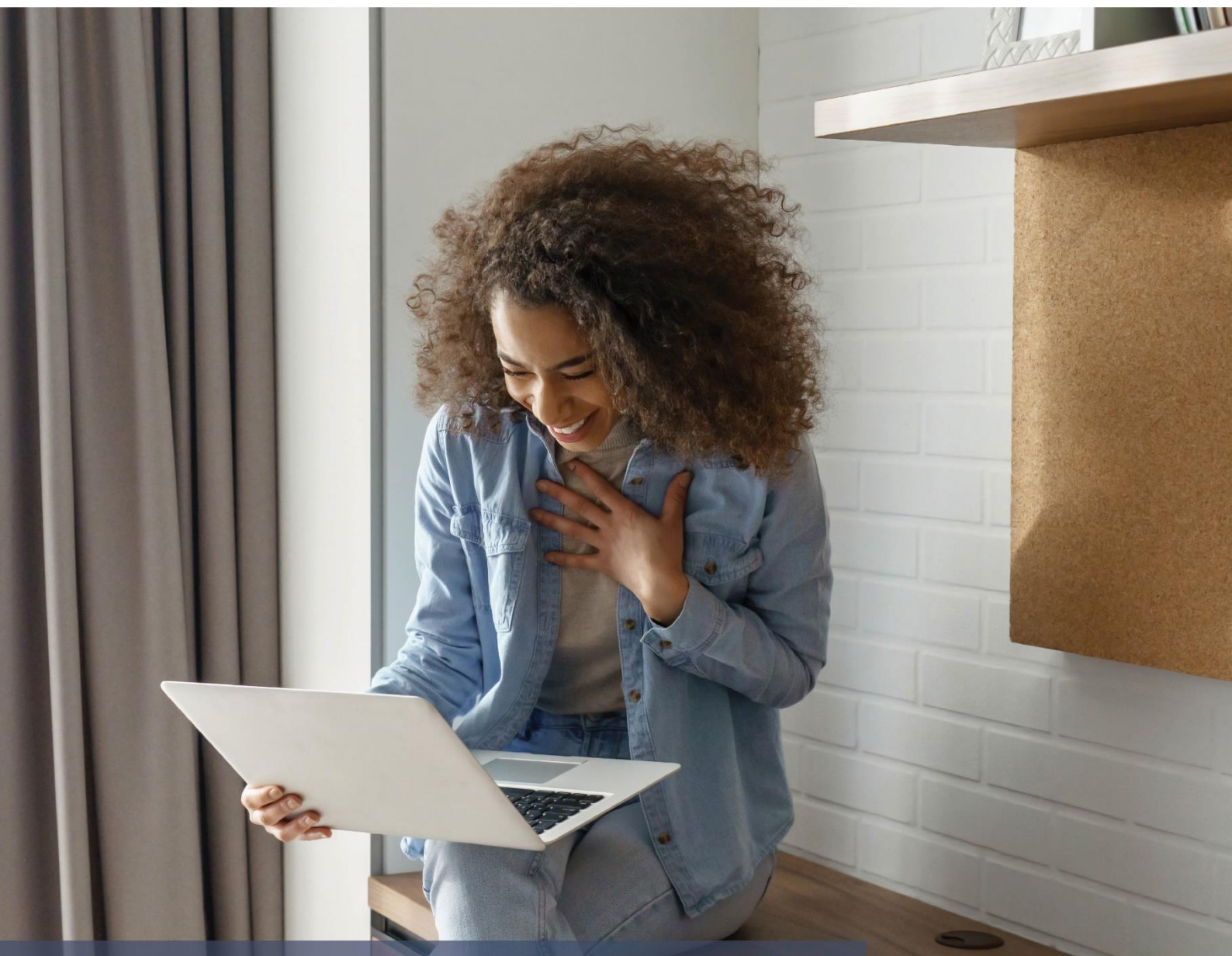
## #2 TESTIMONIAL VIDEOS

Customer reviews are important in every industry, but a testimonial from a client or customer can carry far more weight than an ordinary review.

Testimonials tend to include more detailed information than reviews. They give you a chance to highlight the specific things you did for a client and the specific ways your product benefited them. You can also encourage customers who provide testimonials to talk about their experience with your company, including customer service and tech support.

In other words, testimonial videos provide potential leads with a detailed look at the cus-





## #3 BRAND STORY VIDEOS

What is your brand's story? Today's consumers want to identify with the brands they support. You can help them identify with you by sharing a customer-centric brand story that lets them visualize how you can help them.

In other words, you're not telling your origin story so much as you are telling the customer's journey in an entertaining and compelling way. This kind of marketing has become increasingly popular.

Your job, when creating a brand story video, is to make your customer – that is, the person watching the video – into the hero. To do that, you'll need to:

- Identify the most common problems you solve
- Create a story arc to show how your product or service solves the problem
- Encourage the viewer to see themselves in whatever success story you're presenting

Another way to look at this kind of video is as a pro-testimonial – sort of a fictionalized





#5

## PERSONALIZED SALES VIDEOS

This last idea won't work for every business, but it provides a way to hook potential leads. Instead of sending a lead a generic, one-size-fits-all video, you can send them something personalized. Personalized sales videos should:

- Address the prospect by name.
- Highlight the specific ways your product or service can help them.
- Add information that will help the prospect overcome any objections they might have to buying your product or using your service.

Keep in mind that this type of video doesn't need to have huge production value. It should feel like you or your salesperson is speaking directly to the prospect, giving them valuable information that will help them understand the benefits of

The message that a personalized sales video sends is that you care deeply about your customers. If you're willing to shoot a personalized video before a prospect is even a client, it makes them feel that you'll provide top-notch customer service after they sign on.

Video marketing isn't going anywhere. You can produce videos without spending a lot of money, and once you have created a video, it can be posted anywhere you post content online, including your website, blog, and social media pages.

Of course, if you try these methods, you can blend them with cool video technology, such as 360-video, virtual reality, or live video. Your focus should always be on creating the kind of video



**#4**

## FREQUENTLY ASKED QUESTIONS

We all know about FAQ, right? It's the section on every website where customers' most common questions are asked and answered. These days, they're also a great way to improve your SEO since questions and voice search go together like milk and cookies.

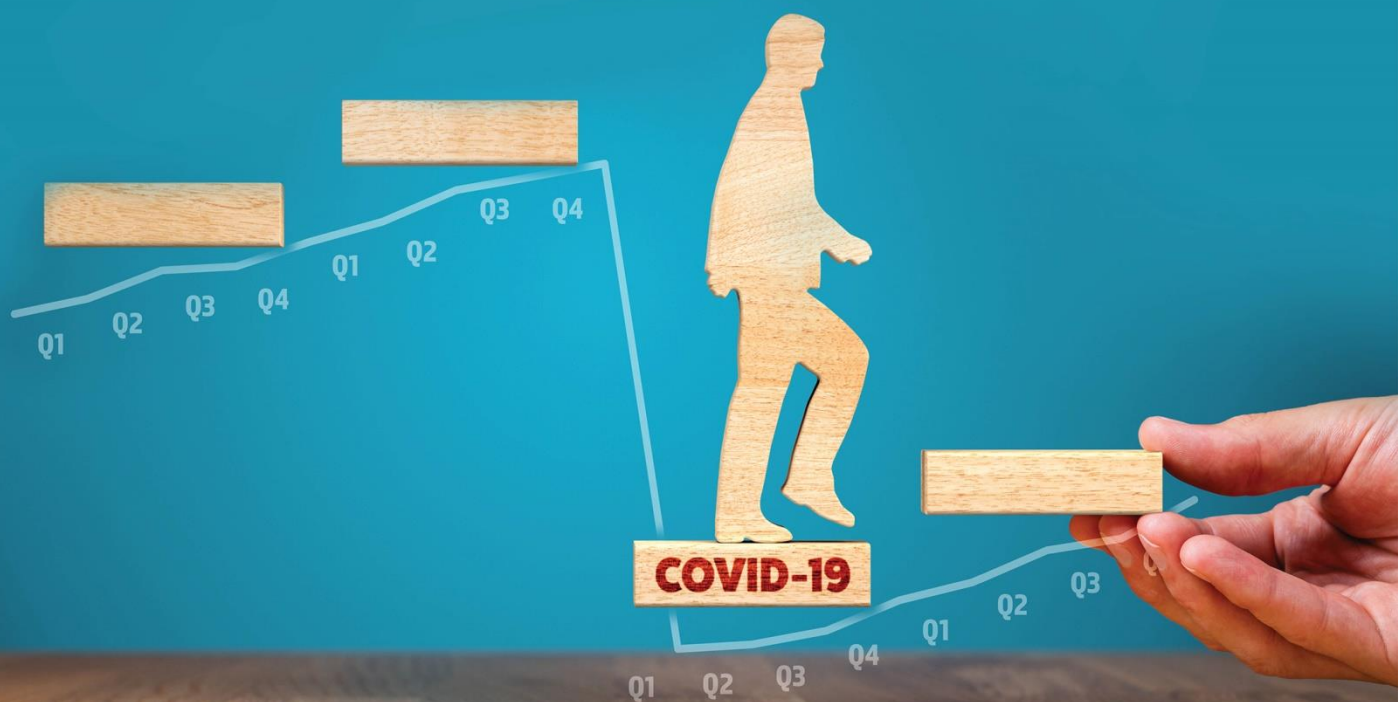
FAQ videos don't need to answer every question at once. Instead, you should consider doing a series of short videos that answer one question or several related ones in an entertaining way.

If you want to get creative with this type of video, you could do a whiteboard video or even an animated video illustrating the answer to your FAQs. There's no reason that an informational video can't be entertaining, too.



# Q&A





# Navigating the **REOPENING** of Your Business During the **COVID-19 PANDEMIC**

The COVID-19 pandemic continues to impact the United States both medically and economically. Many states have begun to relax their lockdowns. It remains to be seen what impact reopening will have on the number of cases, but it's an economic boon to the owners of small and medium-sized businesses.

That said, how do you reopen? What can you do to keep your employees and customers safe? Is it reasonable to reopen or should you wait? These are all questions that loom large





## WHAT ARE THE KEY CONSIDERATIONS FOR REOPENING?

If your business is in a state where reopening is an option, you'll still need to think about the logistics of reopening before you decide to move ahead. Here are the primary considerations:

- Your state's guidelines for reopening
- The nature of your business
- The safety of your employees
- The safety of your customers

State guidelines for reopening can vary widely based on a variety of factors. You should

requirements. For example, you may need to put social distancing markers in place or install plexiglass shields.

The nature of your business plays a role as well. If you can safely maintain social distancing between employees and customers, it will be easier to reopen than it would be if your employees will be in direct contact with customers.

Of course, the safety of everybody involved must be paramount.





## PREPARE YOUR OFFICE OR STORE FOR REOPENING

Once you've decided to re-open, it may be helpful to create a checklist. You can use it to work through your state's requirements and any additional precautions you've decided to take. Here's a basic checklist from the [US Chamber of Commerce](#):

- > Make a plan that incorporates recommendations from local, for businesses [here](#), and their cleaning and sanitization protocols [here](#).
- > Buy supplies and make any required preparations. These may include adding social distancing markers on floors, installing plexiglass barriers to protect employees, and other measures.

> Create a schedule for maintenance of cleanliness. Regularly touched surfaces will need to be cleaned and disinfected at least once a day.

Remember that it's your responsibility as a business owner to create a safe space for everybody who comes through your doors.





## PREPARE YOUR EMPLOYEES FOR REOPENING

The health and safety of your employees must be a priority when you reopen. Your communication with them must be clear and compassionate. Here's what you'll need to do.

1. Communicate with employees your intention to reopen.
2. Identify essential employees and positions.
3. If you have laid off employees and want to rehire them, get in touch, and give them the option of coming back.
4. Employees may want to come back or be able to come back. For example, employees who have underlying conditions that make them vulnerable to COVID-19 or who share living space with a high-risk person may not be able to work safely.
5. Create a sick policy that requires employees to stay home if they are experiencing any symptoms of COVID-19 or have had direct contact with an infected person.
6. Let employees know if your hours changed? Will they be required to take on cleaning responsibilities that differ from what they did before you closed?
7. Put an emergency communication system in place, so you can let employees know if they have been exposed to COVID-19 and what they should do if they experience symptoms.

The most important thing is clear and ongoing communication. It's the best way to en-





## CREATE CUSTOMER GUIDELINES

Once you have addressed the needs of your employees, the next step is thinking about your customers or clients. What do you need to do to keep them safe as you reopen? Here are some pointers.

1. Decide which safety precautions are necessary for customers. These may include:
  - a. Limiting occupancy
  - b. Requiring customers to wear masks
  - c. Adding hand sanitization
  - d. Marking social distancing guidelines on the floor – for example, making store lanes one-way and putting 6-foot guide lines near cash registers
2. Use your email list or social media pages to communicate your new customer guidelines with your followers.
3. Put procedures in place to enforce guidelines. For example, you may need to place a occupancy tracker, or monitor customers while they are in your store.
4. Provide employees with guidance to handle complaints or refusal to adhere to guidelines. Unfortunately, it's likely that some of your customers will refuse to do what you ask and it's important to support your employees and give them the tools they need to cope.

This is one situation where “the customer is always right” needs





## MONITOR THE SITUATION

Finally, you'll need to monitor the situation as you reopen. It may be that some of the guidelines you put in place need to be refined or adapted to the reality of doing business.

If you can't reopen and have not yet received government assistance in the form of a PPP loan, remember that you can still do so. The application is on the SBA website, [here](#), or you can apply through your bank or credit union.

You should also be aware that on June 3, 2020, Congress passed a PPP reform bill that allows business more time and leeway in how they spend PPP money. You can find the details [here](#).

Reopening your business requires careful planning and attention to details. Provide your employees the appropriate guidelines and prioritizing the safety of your





# YOUR NEXT **30 DAYS...**

Marketing in a time of economic crisis is no joke. But you already know that.

Let's face it: it's difficult, at best, to know how to handle your marketing when unemployment numbers are high, spending is low, and uncertainty is everywhere you look.

And yet, for all that, marketing is a must if you want your business to stay afloat.

- Practical
- Affordable
- Achievable
- Effective

If you can't do that, then you may find yourself struggling.

The good news is that we've done some of the work for you. Here's your 30-day marketing plan to reopen your business.





## WEEK #1: PREPARING TO REOPEN

Reopening your business should be guided by recommendations from the CDC and local officials. You may have specific guidelines to follow and safety measures to implement. You should put those in place first before you do anything else.

Once you've selected a reopening date, here's what you should do in the week before you announce your reopening.

1. Review your competitors' websites to see how they're handling reopening – and don't be afraid to use their ideas in your own marketing!

2. Prepare a written reopening policy and distribute it to employees.

taking to make your business space safe for employees and customers.

4. Highlight any changes to your business, including changes in your hours of operation, occupancy limits, and delivery service, to make it easy for visitors to learn what's new.

5. Craft a public announcement about your reopening. Highlight the most important details about your reopening policy and include a link to your full statement.

6. Create custom graphics to go with your written announcement.

7. Post your announcement on social media and email it to your list.





8. If you can, spend a little money to boost your announcement post to make sure your target audience sees it.

9. If your business hours have changed, make sure to update your listings on Google and crowd review sites such as Yelp, so that people who are looking for businesses like yours will have up-to-date information.

Assuming it's legal to reopen in your area, you may still have some work to do to make sure that your customers trust you to prioritize their safety. Bottom line: know who your customers are and do what you need to do to make them feel confident they can trust you.

These steps will help you reopen safely while communicating the most important information about reopening with the public.

## WEEK #2: REOPENING

When you reopen, you'll need to take some steps to get people to come into your store or business. Here are some of the things you should consider during week two of your plan.

1. Add some signs and notices outside of your store to let passers-by know that your business is open. This is the kind of low-key and inexpensive marketing that can make a big difference in your foot traffic.

2. If necessary, include written guidelines and signs explaining the terms of your reopening. These may include:

- a. Occupancy limitations
- b. Customer requirements (wearing masks, maintaining social distancing)
- c. Employee requirements (not working while sick)

3. Devise a marketing campaign that will incentivize your customers to come back to your business.

Here are some examples of the type of campaign you might consider:

- > A reopening sale with discounted prices.
- > A limited-time offer on a specific product or service.
- > A reopening event with prizes and games.
- > Free product or service demos and training.

The option you choose should be designed to appeal to your customer base. By offering clear value and addressing their needs, you'll be more likely to have a successful reopening.







## **WEEK #3:** **CAMPAIGNING**

Once you have had a successful reopening, it's time to devise an ongoing marketing campaign to help you bring former customers into the fold and attract new customers at the same time.

Marketing during a pandemic must address ongoing concerns about health and safety. You may want to create social media posts and ads

- pandemic
- > Mailing lists and text notifications
- > Pick-up and delivery services

During this time, you should also think about putting some money into a video message thanking your customers who have come back. Remember, video marketing doesn't need to be





## **WEEK #4:** **EXPANDING YOUR BASE**

As you move into the last week of your 30-day plan, it's time to think about what you'll do for the next 30 days. Here are some of the things you should prioritize.

1. Ramp up your social media presence. Even after you reopen, the chances are good that your customers (and potential customers) will be spending more time on social media than usual. You can build trust and brand recognition with them by creating and sticking to a social media posting schedule.

2. Share relevant information about your business as it relates to the pandemic. You may discover that you need to change certain elements

put into action. Everything should be clearly communicated to your customers.

3. Solicit opinions. As you get back to business, it's likely that your customers will have thoughts, ideas, and requests about how you're operating and what you could do better. You may want to consider creating a customer survey and posting it on social media or emailing it to your list. This is a good way to connect with customers and let them know you care about their opinions.

The key to a successful reopening is communication at every level. Your 30-day marketing plan should make your customers aware of how





# THE ULTIMATE **60-MINUTE** BUSINESS **AUDIT**

**A**udits. Nobody likes them, am I right?

I get it. I really do. But audits serve a purpose – and if your business is closed right now because of the COVID-19 pandemic, then this is the perfect time to change ‘audit’ from a dirty word to a tool that can help your business thrive.

Not sure how? The good news is, it’s easy to do. Your business could probably use some fine-tuning, and an internal audit of your resources and processes can help you get everything in





## WEBSITE REVIEW

Since your website is your on-line HQ, it's a good place to start your audit. You may want to review your competitors' websites to get a handle on what they're doing. Then make note of anything that's outdated or not working the way it should, including:

- Your site's design
- Mobile accessibility
- Navigation
- Site speed
- Broken/outdated links
- SEO

Your focus should be on making your site as fast, accessible, and useful as possible. Any-

thing that slows down or negatively impacts the user experience should be improved.

On a more topical note, many businesses have altered their hours and offerings because of the COVID-19 pandemic. If you have, your website should reflect the changes.



## ONLINE ORDERING

Do you have an online store? If you do, then you should look at every aspect of it from your product listings and design to the functionality of ordering.

as functional for mobile users as it is for people on a computer? Is the checkout process intuitive?

Ordering and payments –

worthwhile to pay for some user testing. There are plenty of sites where the ordering process is convoluted. Customers hate that – which means you should too.





Paying for an online order should be quick, easy, and intuitive. Nobody should have to guess what to do or be left wondering whether their payment went through.



## PAYMENTS

I'm willing to bet that you've had the experience of adding something to your cart on a website, going to check out, and then abandoning your cart because the payment process was too annoying or laborious to handle. Bottom line – a difficult payment process is unacceptable. It will cost you sales and customers.

Your focus should be on making the payment process an easy one. That may mean:

- > Increasing the security of your payment page by updating your security certificate, adding encryption, and including a statement about security to reassure your customers.
- > Adding payment methods that are easy for customers to use,





# Customer Experience



## PRODUCTS AND SERVICES

This might not seem like the right time to revamp your products or services, but you're already auditing... right?

Consider asking your followers on social media what, if

anything, they'd change about your products. Are there features they want added? Is there an auxiliary product you could sell?

You may not be able to afford a

full product update, but it's still a good idea to take a step back and use this opportunity to evaluate your products and see what you can do to make them more appealing to the people in your target audience.



## SEO/ONLINE PRESENCE

We've already talked about auditing your website, but what about the rest of the web?

Don't worry, you don't need to audit the whole internet. That

with an eye toward improving your local SEO. Here's a checklist of what to do:

> Review your online listings in directories, guides, and other

differences, such as using Ave instead of Avenue, can dilute your online presence.) Google Maps) is up-to-date.

> Claim your Google My Busi-



> Claim any review site profiles you haven't yet claimed and check all of them to ensure your information is accurate and current.

> Update photographs on re-

view sites to reflect product updates or menu changes.

> Review your social media profiles and update them as needed.

These changes shouldn't take long but they can make a big difference in your local SEO, making it easy for your business to rank on Google.



## LOYALTY PROGRAMS

Loyalty programs are popular for a reason. I've written about them before. If you don't have one – or if it's been a while since you thought about it – this is the perfect time to review it to see if it can be made better.

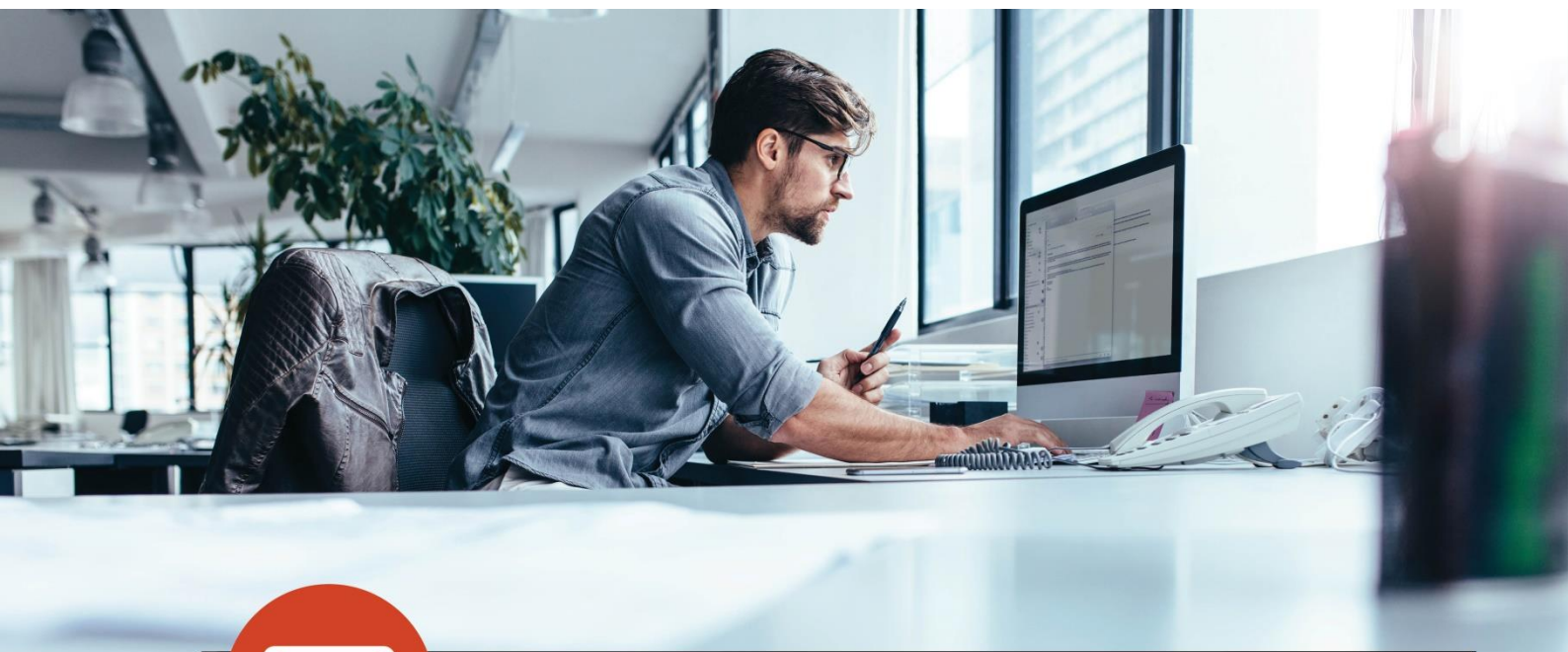
You might need an overhaul if your loyalty program:

- > Isn't attracting new members
- > Offers dated or sub-par rewards
- > Doesn't have a mobile option

Your loyalty program should be appealing to your customers and provide something concrete in return for their loyalty. You can find a list of options to improve your loyalty program [here](#).







## EMAIL MARKETING

Email marketing – well, you’re probably sick of hearing me talk about how much I love email marketing. The ROI is a great and it’s an inexpensive and effective way to communicate with your customers.

Here are some things to review in your audit:

- > Your opt-in form should be short and request only essential information.
- > Subscribers who haven’t opened your emails in 6 months should be unsubscribed. Unless you’re using a free service, you’re paying to keep them on your list.
- > Review (or create) a welcome sequence to send to new subscribers.
- > Consider list segmentation to target your emails to the customers who are most likely to buy from you.

If you don’t already have an email list, this is the perfect time to build one. You can add a simple opt-in form to your site using a plugin.



## SOCIAL MEDIA

We already talked a little about updating your social media profiles, but there’s another angle you should consider during your audit.

It’s common for companies to think they need a presence on every social media site. That might not be true.

For example, say you’ve got a

ROI on your Twitter – factoring in ad spending and your time – is low, then you can simply deactivate your account. Or you can reconsider how you’re using it to improve your ROI.

The same is true of any other site. You’re better off having one or two active social media accounts than five that aren’t as good as they could be.

time to set up a new account to market your business. If Twitter is underperforming, you might turn your focus to Instagram or Pinterest.

An audit might not sound like fun but doing one now can make a huge difference to the health and success of your business.



# Feeling Lost with Your Current **Web Marketing Strategy?**



We can help get you back on track with effective marketing solutions creating specially for your needs.



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**Facebook  
Marketing**



**Instagram  
Marketing**



**Web Design,  
Maintenance**



**Full-Service  
Marketing**

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