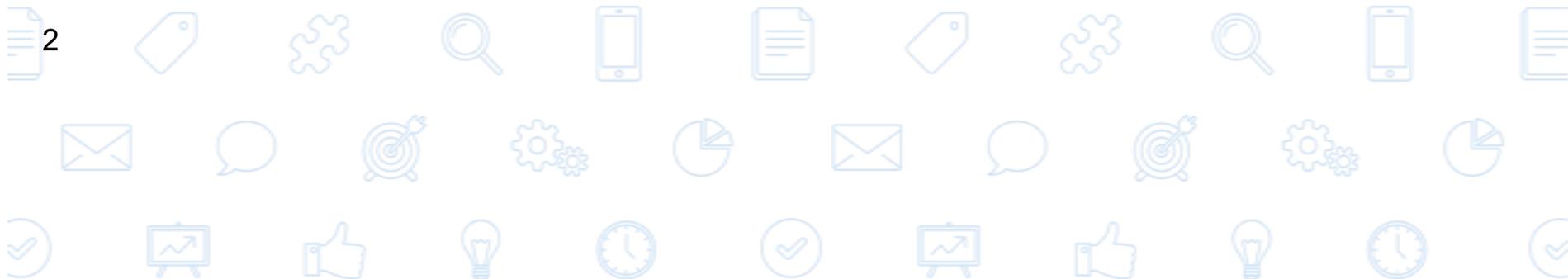




5 Steps to Increase Your Brand Awareness



Step 1

Google My Business

3

Step 1: GMB listing

When you search a business on Google, you probably notice their business pop up on the side of the search results showing:

- ▶ Reviews
- ▶ Address
- ▶ Hours of Operation
- ▶ Phone Number

What you might not know is that this is what is called a Google My Business (GMB) Listing.

A-T Chiropractic Clinics ★

Chiropractor in Toronto, Ontario

[Directions](#)

Address: 2 Carlton St #1308, Toronto, ON M5B 1J3

Phone: (416) 467-1974

Province: [Ontario](#)

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add business hours](#)

[Add website](#)

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4

Step 1: GMB listing

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All businesses need a GMB listing, as it provides relevant information quickly to consumers when they search for your business on Google.

How does a GMB listing help?

- ▶ Listing pushes data to Google Maps
- ▶ Shows up at the top (side) of Organic Search
- ▶ Allows consumers to review your business
- ▶ Shows all relevant contact information

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5

Step 1: GMB listing

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All Setting up a GMB Listing is simple, and can be done in one of two ways:

1. Creating a New Listing:

If your business is data is not already listed on Google, you can manually update and add this information into Google's database. This information will then be verified by Google via phone or postcard to ensure accurate representation from your business.

2. Claim Existing Listing:

Google may already have your business info, if so, then great! Google gives business owners the option to claim existing listings. Once again Google will verify the request of ownership via phone or postcard.

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Step 1: GMB listing

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After you claim your GMB listing, you will be able to:

- ▶ Respond to Reviews or Report Reviews
- ▶ Upload photos of your business
- ▶ Update Contact Information

**This can be extremely helpful if you've recently relocated or changed your phone number*

Kelly's Flowers & Gift Boutique

Website Directions Save

5.0 ★★★★★ 4 Google reviews
Florist in Perth, Ontario

Address: 17 Wilson St E #104, Perth, ON K7H 1L3

Hours: Open · Closes 4 p.m. ▾

Phone: (613) 267-7065

Province: Ontario

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

Be the first to ask a question

Ask a question



Send to your phone

Send

Review summary

5 ★
4 ★
3 ★
2 ★
1 ★



5.0

★★★★★

4 reviews

Write a review



Step 2

Request Google Reviews

Step 2: Request Reviews

If you have created/claimed your business's GMB listing, then your next step is asking satisfied customers to leave you a review. Great reviews do many things for a local business. They can help you:

- ▶ Advertise a business's ability to provide quality customer service
- ▶ Establish trust between a consumer and a business
- ▶ Attract new customers to an establishment

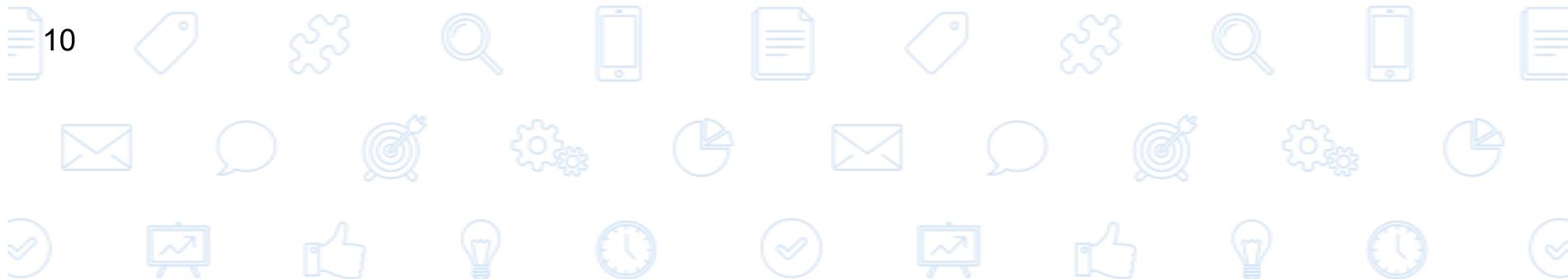


Step 2: Request Reviews

There are many different ways to get your customers to leave a review, here are the few that are trending:

- ▶ Storefront tablet (quick and easy)
- ▶ Add messaging to receipts. *"Please share your experience with us on Google!"*
- ▶ Review requesting as a part of email marketing
- ▶ Simply ask!
(sometimes a nudge is all a customer needs)





Step 3

Consistent Listings Check

Step 3: Consistent Listings Check

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There are a lot of different sites that offer business listings. The main areas where a business could be listed are:

- ▶ Search Engines
- ▶ Social Sites
- ▶ Review Sites
- ▶ Directory Specific Sites
- ▶ Internationally Sourced Sites

Review Sites

- Avvo ?
- Caring.com ?
- Cars.com ?
- Citysearch ?
- DealerRater ?
- Edmunds ?
- Expedia.com ?
- glassdoor.com ?
- Healthgrades ?
- Houzz ?
- indeed.com ?
- Kudzu ?
- OpenTable ?
- Rate MDs ?
- SureCritic ?
- TripAdvisor ?
- Vitals ?
- Yelp ?

Directory Sites

- 411.com ?
- Al Dia ?
- Apartment Guide ?
- Apartments.com ?
- BestLocalSearch ?
- Better Business Bureau ?
- Brownbook ?
- Central Index US ?
- Chamber Of Commerce.com ?
- CitySquares ?
- DexKnows ?
- Doctor.com ?
- El Tiempo Latino ?
- ForRent ?
- Georgia Local Search ?
- Judy's Book ?
- La Voz ?
- Latinos.us ?

International Sources (Various)

- 411.ca ?
- Central Index Australia ?
- Central Index Ireland ?
- Central Index New Zealand ?
- Central Index South Africa ?
- Central Index UK ?
- Citipages ?
- Evening Standard ?
- Mirror ?
- Mysask411 ?
- N49 ?
- ProfileCanada ?
- TrueLocal ?
- Weblocal.ca ?
- Yahoo! Canada Local ?
- Yellow.co.nz ?
- YellowPages.ca ?
- YellowPages.com.au ?

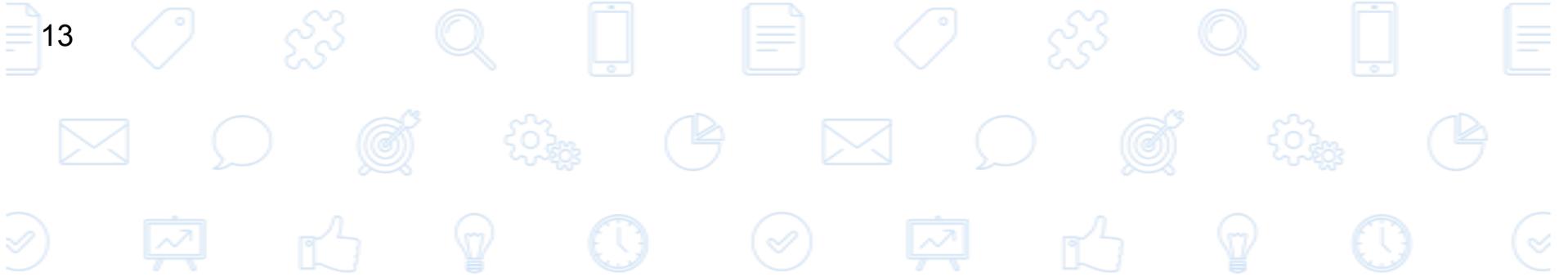
Step 3: Consistent Listings Check

As a business, your customers are looking for consistent listings information across the board. If they look you up on Facebook the information they find there should match the information seen on Google! Be sure to check that your business information is consistent across ALL sources.

The most popular and heavily targeted sites for business listing information are:

- ▶ Google
- ▶ Yelp
- ▶ Yellow Pages
- ▶ Bing Local





Step 4

Search Your Business

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Step 4: Search Your Business

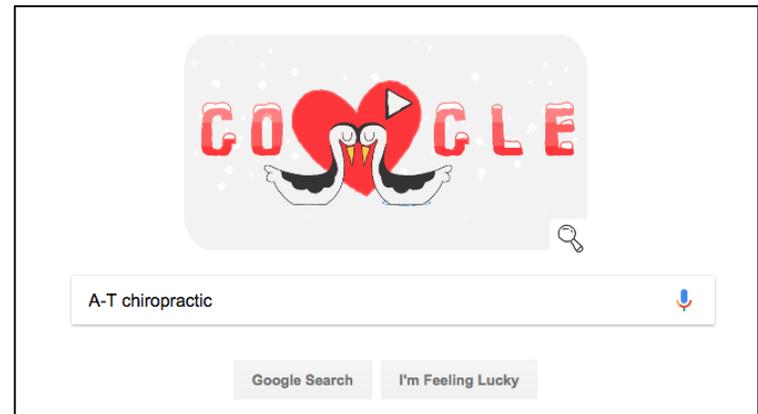
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All businesses should type their company name into a search engine to see what search results come up.

For smaller businesses, the company page may not even rank on the first page of Google's local search. This is a problem!

You might see irrelevant or inaccurate information that appears with this search.

You need to fix this!



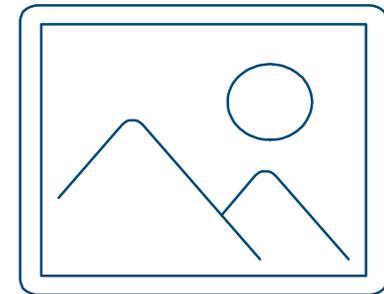
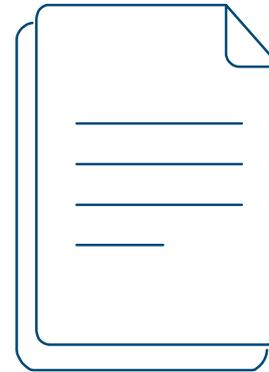
Step 4: Search Your Business

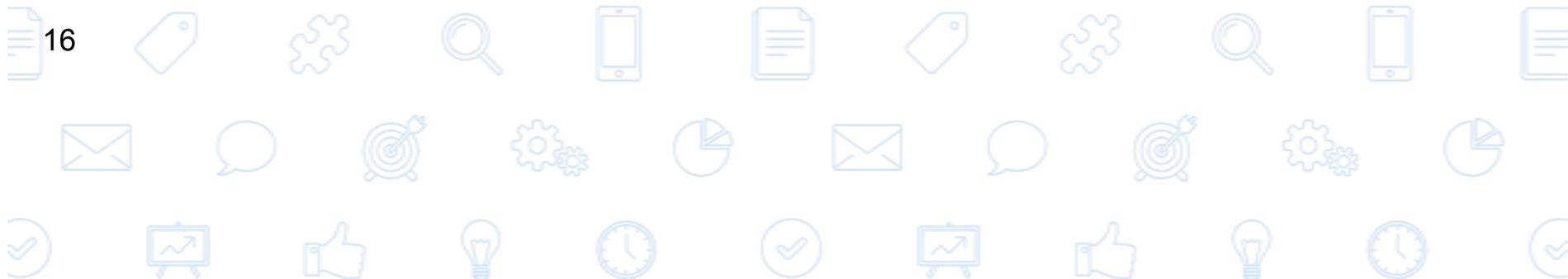
You will want a variety of sources pointing towards your business online.

- ▶ Websites
- ▶ Listing Sites
- ▶ Blogs
- ▶ News Articles

Google is scraping any content that they find relevant to a business.

So, you should be looking to produce relevant content.





Step 5

Add Content Regularly

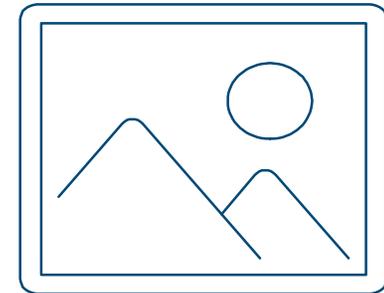
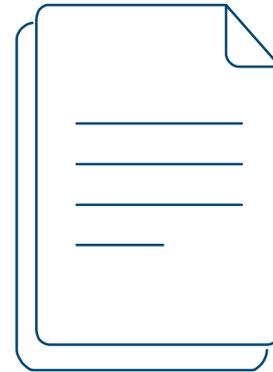
Step 5: Add Content Regularly

Before you start to write a bunch of content on your website you must first identify your tone and brand voice.

Questions that should be asked:

- ▶ Who is your audience?
- ▶ What personality do you want your brand to portray?

This can greatly affect the way you tell your brand story, and position your products and services to your target audience.



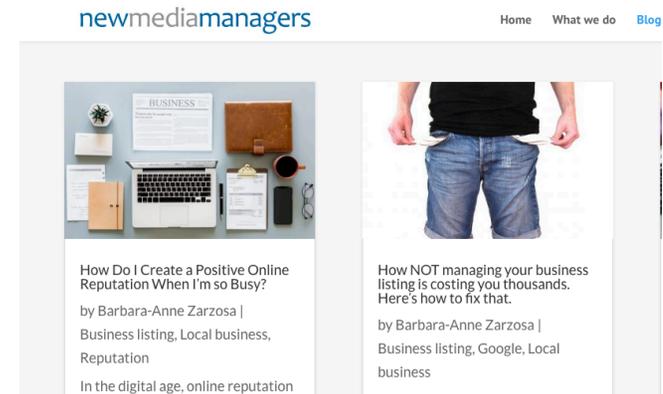
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Step 5: Add Content Regularly

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Consider a business blog! A blog is a great way to provide useful information to your clients, and also generate organic search traffic by ranking for industry-related keywords on Google and other search networks. What you write on your blog is up to you, but here are some ideas to start:

- ▶ Helpful articles about your industry/products
- ▶ Product and feature updates
- ▶ Press releases
- ▶ “Behind-the-scenes” company culture articles



Recap

- ✓ **Create/Claim Your Google My Business Listing**
- ✓ **Request Customer Reviews on Google**
- ✓ **Check for Consistent Listings Across the Web**
- ✓ **Do a Search Audit of Your Business**
- ✓ **Develop a Content Strategy and Add Content**

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SCALE UP!

Use these steps to help you increase your brand awareness. If you have any questions or would like help implementing these steps, New Media Managers is here for you. Visit us today!

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www.newMediaManagers.com

