

61 Benefits of... Good Neighbor Omnipresent Marketing

Who Knew Being a Good Neighbor Marketer had so many Benefits!

Community Magazine Ad Campaign: #1 - #8

- ✓ **#1 - Monthly Ad:** Gets your brand in front of thousands of affluent homeowners! (*Our 89.4% open rate means your brand gets seen multiple times every month.*)
- ✓ **#2 - "As Seen In" Logo:** Build trust and let SWFL know you support local communities. Share your "As Seen In" Badge (Provided) on your website and social media.
- ✓ **#3 - World-Class Ad Design:** There's no need to spend your precious time designing an ad. Let our award-winning designers craft an ad for you.
- ✓ **#4 - Ad Rights:** Your ad design is yours to use in other marketing campaigns outside of the magazine!
- ✓ **#5 - Unlimited Ad Changes:** Update your ad as often as needed, there's no extra charge!
- ✓ **#6 - Price Lock:** Your campaign gets more valuable every year. There's never a price increase for as long as you are a client! Never.
- ✓ **#7 - Press Release:** Follow our template and send out a press release about your company supporting the community. (*This is a great SEO strategy!*)
- ✓ **#8 - Email Marketing:** Send a "We support the local community of _____" email with a link to your press release or webpage.

Your Business Story: #9 - #16

- ✓ **#9 - Feature Story:** Your company story is seen by thousands of affluent homeowners! (*Remember to submit your Business Profile Questionnaire. We'll write your story and publish it in the magazine.*)
- ✓ **#10 - Display:** Hang your framed Story in your office. Share how you support the local community. (Provided)
- ✓ **#11 - Social Media:** Post your article on your social media.
- ✓ **#12 - Website About Us:** Share your Business Story on your website community page, blog or 'about us' page.
- ✓ **#13 - Handouts:** Print copies of your Business Story to use as handouts for sales, networking, community events, & trade shows.
- ✓ **#14 - New Client Welcome:** Share your origin story in your new client welcome package or email.
- ✓ **#15 - Press Release:** Follow our template and send out a press release about your company being featured in the magazine. (*This is a great SEO strategy!*)
- ✓ **#16 - Email Marketing:** Most of your clients don't know your Origin/Business Story. Send an email with a link to your story posted on your website or social media.

Expert Contributor Article: #17 - #26

- ✓ **#17 - Published EXPERT:** Build your brand & expert reputation in the local community by sharing a helpful article 4x's a year that gets read by thousands of affluent homeowners! (*Not sure what to send? Don't have time to write? Contact us for help.*)
- ✓ **#18 - Display:** Further brand yourself as the local authority, hang your framed Expert Article (Provided) in your office.
- ✓ **#19 - Social Media:** Enhance your Expert positioning, post your article on your social media.
- ✓ **#20 - SEO:** Get ranked for important keywords. Put your Expert Article on your blog.
- ✓ **#21 - Sales #1:** Stand out from the competition with printed copies of your Expert Article. Use as handouts for sales staff, networking, community events, & trade shows.
- ✓ **#22 - Sales #2:** Place your Expert Article in your new client welcome package.
- ✓ **#23 - Press Release:** Follow our template to send out a release about your Expert Article being featured in the magazine. (*This is a great SEO strategy!*)
- ✓ **#24 - Email Marketing:** Email your list a link to your Expert Article posted on your website or social media.
- ✓ **#25 - Book:** Format your articles into a book! This is an easy, effective way to further cement your company as the trusted, go-to, local authority.
- ✓ **#26 - Business Spotlight:** Get even more exposure in the community as our Business of the Month Spotlight.

Expert Contributor Directory: #27 - #31

- ✓ **#27 - Expert Directory Listing:** Every month your brand is listed and associated with the top trusted brands in SWFL.
- ✓ **#28 - Display:** Let the community know about your Expert status, hang your framed Annual "Best Of 2022" Expert listing at your company. (Provided)
- ✓ **#29 - Referrals:** You receive referral card listings of our "Best Of" experts to share with your clients. These are also distributed at our local events.
- ✓ **#30 - Social Media:** The same Expert Directory Handout is converted to a PDF and shared on our private community Facebook page.
- ✓ **#31 - Top SWFL Business:** An annual press release spotlighting the top businesses in SWFL. All Expert Contributors are included!

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Expert Contributor Directory: #32 - #34

- ✓ **#32 - Press Release:** Follow our template and send out a press release announcing your Expert Contributor status in the magazine. (This is a great SEO strategy!)
- ✓ **#33- "Best Of 2022" Badge:** Further build your trust & authority status, share your Best of 2022 Badge (Provided) on your website and social media.
- ✓ **#34 - Expert Badge:** Another powerful way to rise above the competition. Place your Expert Badge (Provided) on your website, social media & email.

Digital Advertising: #35 - #38

- ✓ **#35 - Facebook Ads:** 1,000 - 5,000+ ads per month!
- ✓ **#36 - Google Display Ads :** 5,000 - 10,000+ ads per month!
- ✓ **#37 - BVMSports.com Banner Ads:** Reaching a 30-mile radius - the #1 local SWFL sports news website!
- ✓ **#38 - Clickable Ads:** All your ads are clickable bringing buyers straight to your website!

Podcast Marketing: #39 - #47

- ✓ **#39 - Podcast Strategy Consult:** Map out your podcast marketing plan with the top business podcasting producer in the U.S.
- ✓ **#40 - Comprehensive Podcast Set-Up:** We take care of all the technical details including podcast hosting set-up.
- ✓ **#41 - Distribution:** Your brand appears on 12 - 15 top sites including iTunes, Stitcher, Spotify, & iHeart!
- ✓ **#42 - SEO #1:** Each episode is formatted to get top Google rankings for your "buying" keyword terms.
- ✓ **#43 - SEO #2:** We use interlinking to connect your podcasts to your website for overall improved Google rankings.
- ✓ **#44 - Authority Branding:** We created your Custom Podcast Show Opening & Closing branding your company as the trusted authority in SWFL.
- ✓ **#45 - Podcast Badge:** We design your podcast graphic.
- ✓ **#46 - SEO #3:** Create/enhance your FAQ! Use your podcast episodes to answer frequently asked questions.
- ✓ **#47 - Press Release:** Follow our template and send out a press release announcing the launch of your new podcast. (A great SEO strategy!)

Podcast Marketing: #48 - #54

- ✓ **#48 - Email Signature:** Add a "Listen to our latest podcast." link to your email signature & build your audience.
- ✓ **#49 - Podcast Spotlight:** Get even more exposure in the community with our "Podcast of the Month Spotlight".
- ✓ **#50 - Book:** Format your podcasts into a helpful, small book! This is an easy way to further cement your company as the trusted, local authority.
- ✓ **#51 - Email Marketing:** Send an email with each new podcast episode!
- ✓ **#52 - Social Media #1:** Post your episodes on social media.
- ✓ **#53 - Social Media #2:** Introduce your brand to new buyers, boost your podcast episode on Facebook, and reach hundreds of local residents for just \$5 - \$10!
- ✓ **#54 - Sphere of Influence Marketing:** Interview a guest and have them share your interview to their email list and social media followers.

Blog / Website Content: #55 - #58

- ✓ **#55 - Instant Blog:** Simply copy & paste our pre-formatted, keyword-rich, Done-For-You blog posts onto your website.
- ✓ **#56 - SEO #1:** Every time you add a blog post, dozens and dozens of new, searchable keywords are indexed by Google resulting in more local visits to your website and higher Google rankings!
- ✓ **#57 - SEO #2:** Increase the time spent on your website by adding a "Podcast" page. Time spent on a website is an important factor in Google rankings.
- ✓ **#58 - Lifetime, Evergreen Marketing:** Your blog & podcast content will always be available, attracting new buyers to your brand... Forever!

YouTube: #59 - #61

- ✓ **#59 - Done-For-You Branded Videos:** Build Trust / Establish Authority. Post your videos on YouTube, add them to your website, and post on social media.
- ✓ **#60 - YouTube Search:** Get your brand found on YouTube for important keywords.
- ✓ **#61 - More Traffic:** Get visitors direct from YouTube! Add your website link to your video description to send viewers direct to your website.

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Good Neighbor Podcast

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