

Let's give them something  
to talk about.





## BRAND

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Branding is one of the most important aspects of any business – large or small. It gives your company a unique identity that speaks to your clients and customers.

The best brands create an emotional connection. What do you think of when you hear the names Coca Cola, Nike or Ford? Each company has not only a specific look, they have a specific story to tell about who they are and what they stand for.

The same should be true for your business. Your brand should speak to your customer and tell them what they should expect from your goods and services. It's a visual and verbal promise of what you will deliver.

Defining your brand can be like a journey of self-discovery. There are hard questions you sometimes have to ask and answer... and sometimes it's not easy.

Start by thinking of these:

- What is your company's mission?
- What are the benefits and features of your products or services?
- What do your customers and prospects already think of your company?
- What do you want your customers and prospects to know about your company?
- What qualities do you want your company to exude?

Once you have those answers, building a brand is about more than just a logo or a tag line. It's a look, a feel and a message. It should be included in every aspect of your business... from signs and web design to printed materials and advertising. It should even be echoed in your voice on printed materials, social media and in the way you answer the phone. You must be true to your brand. You must be consistent.

Do your research. Start at the beginning. GRI can help you get there.



## DISCOVERY

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It's becoming more and more important for businesses – large and small – to increase their online visibility.

Consider this: 61 percent of global internet users research products online before buying.<sup>1</sup> And when it comes to search, 60 percent of all organic clicks go to the top three search results.<sup>2</sup>

Let's face it, everyone wants to be on page one of a Google search. But how do you get there? That's where GRI comes in. GRI uses Google-trained technology to enhance your Search Engine Optimization (SEO). That's what drives consumers to your online doorstep. We look at your website content – things users see and things they don't – to make sure you're hitting on the key words and phrases your customers are searching for.

Our services can also provide ongoing updates to your site which keeps your information relevant and link-worthy for all the top search engines. Quality content is the number one driver for search engine rankings. There is no substitute.

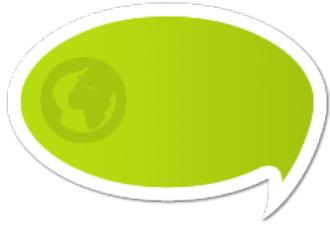
Besides zeroing in on search, GRI also specializes in online display advertising. In fact, it's one of the things we do best.

Display advertising uses images, audio or video to drive consumers to your doorstep. How? Through banner ads, rich media and more. We take the guesswork out of media buying by using technology to reach the right person with the right message, in the right place.

By targeting your online banner ads, you can get directly in front of a very specific audience. We tighten the focus of every ad by looking at demographics, location and online behavior. GRI can help deliver your business right to your prime consumer's fingertips.

<sup>1</sup> Interconnected World: Shopping and Personal Finance 2012

<sup>2</sup> Business2Community



## WEB

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What makes a good website?

So many businesses make a very common mistake. They build a site based on it being “pretty.” They think about brand and the messages they want to portray, but they forget who they’re building their site for. The USER.

This is where GRI’s web experts come in. They know that every good website should have five key elements:

### 1. Appearance

Your site should be visually appealing – polished and professional. It needs to portray your business and brand in the best light. An attractive website creates a positive impression for you and your company. Use color, graphics, quality photography and easy-to-read text.

### 2. Content

Your site should have both style and substance. Keep your copy short and to the point. Remember, your audience is using your website to make an informed decision. Your website needs to give them the tools and information they need to choose YOU. Update your content regularly with credible, original content and use a professional to help convey a clear, concise message.

### 3. Functionality

Every area of your website needs to work. Fix broken links that can leave your visitors confused and frustrated, and make sure your website copy is error-free. Spelling mistakes and bad grammar are unforgivable – online or anywhere else – when it comes to portraying a professional image.

### 4. Usability

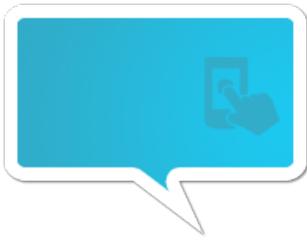
Your site must be easy to read, use and understand. Your online content should be simple, valuable and informative. A general rule is that visitors should be able to find what they need in three clicks or less. Help them find what they need quickly and easily with good design, fast-loading pages, consistent layout and easy navigation. And make sure it’s easy to use on both desktop and mobile devices.

### 5. Search Engine Optimization

As we said before, good SEO is everything. Be sure to use your important keywords frequently and appropriately in your copy. Update your content regularly. Remember, 44 percent of online shoppers begin by using a search engine.<sup>1</sup> Half of all mobile searches done by consumers are in hopes of finding local results, and 61 percent of those searches result in a purchase.<sup>2</sup> Tailor your content accordingly.

<sup>1</sup> Interconnected World: Shopping and Personal Finance 2012

<sup>2</sup> Search Engine Watch



## APPS

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If you think that mobile apps are only for big business, think again. More and more small businesses are following the growing mobile trend and developing their own dedicated mobile app. Could and should your business be one of them?

Here are just a few of the many things to consider:

### 1. Visibility

Simply by living on your customers' home screens, apps give you visibility. Every time your customer scrolls, swipes or scans their device, their minds will absorb your well-designed app icon.

### 2. Direct Marketing

One of the biggest benefits of a mobile app is the ability to notify them of information they may need or want. Through push notifications, you can easily remind customers about special sales, promotions, products and services whenever it makes sense. It's your ability to talk directly to them!

### 3. Consumer Value

Does your business have a loyalty program? It's time to take it digital. Allow your customers to collect their rewards via a mobile app and you will get more downloads – and more return customers.

### 4. Improve Engagement

Apps can also allow your customers to reach out to you. Perhaps your app can allow them to book an appointment or place an order with just a few clicks. Many customers prefer the convenience of getting what they want without having to place a call.

### 5. Stand Out

While it's a growing trend, mobile apps at the small business level are still rare. Being the first can help you get an edge on your competitors.

### 6. Brand Recognition

Apps allow you to put your brand right on your customer's phone or tablet, turning their own devices into your personal billboard. Create an app that your customers will love while portraying your personal brand or message. The more they see it, the more your brand will become embedded in their minds.

GRI can help you brainstorm your way to a better app for your business. Ask our experts how.



## VIDEOS

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They say a picture says a thousand words. Video... that's worth 1.8 million.<sup>1</sup>

More than 100 million internet users watch online video every day. Granted, a large portion are watching the latest viral video or hilarious cat clip, but even more are using video to research products, make an informed purchase or advice on how to do something. The average user is exposed to more than 32 videos every month – increasing the chances your marketing message will be seen.

Video speaks to consumers the way mere words cannot do. It puts a face, a voice and a feeling into action.

So how can you make your video message more effective? The best online videos evoke an emotion – whether it be laughter, pride or loyalty. Some can simply make you feel as though you learned something. Those emotions help your videos to stick in viewers' minds.

And here's something else to keep in mind: your message needs to work quickly. Video viewers have a notoriously short attention span:

- 20 percent of viewers will click away in 10 seconds or fewer
- About a third of viewers will be gone in 30 seconds
- 60 percent are gone by two minutes<sup>2</sup>

While those numbers may seem intimidating, here are a few that make that daunting task a little less formidable.

- 64 percent of website visitors are more likely to buy a product on an online retail site after watching a video
- Including a video in an introductory email increased the click-through rate by 96 percent<sup>3</sup>
- 65 percent of those who view a video click through to visit the vendor website<sup>4</sup>

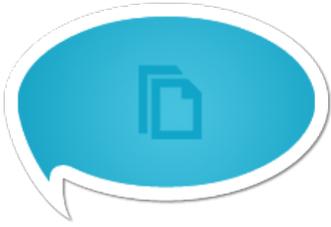
Video is a way for your target customer to satisfy both their entertainment and information needs. It's an important way for businesses of any size to communicate and connect. GRI can help you create a video message that puts your brand on screen.

<sup>1</sup> Forrester Research, Dr. James McQuivey

<sup>2</sup> Visible Measures

<sup>3</sup> Implex

<sup>4</sup> Forbes Insight



## PRINT

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Despite all the talk of the digital revolution, print is not dead. And as long as businesses have a need to put information and materials into consumers' hands, print will be an important piece of any marketing strategy.

Whether it's advertising, direct mail marketing, flyers, door hangers or an information brochure, GRI has the resources to fill those needs.

Print materials have a big role to fill when it comes to reflecting brand and message. They are a tactile representation of your company – people can hold, feel and experience your brand. It's important that print materials are considered just as carefully as any other marketing piece. It's about color, shape, size, and making your materials be something customers can use, not simply toss away.

Creativity is key. GRI will consider your unique business needs and put your message in ink.



## MOBILE

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How often do you use your mobile phone to help you through the day? To find a local business? To search for an online coupon while in the checkout line?

Today, more than 80 percent of all online adults own a smartphone, and are doing all of those things. They are using their devices to help them shop, make purchase decisions and find local businesses. If you're not ready for mobile, you're losing out on huge marketing potential and making it harder for your target customers to find you.

Did you know:

- 50 percent of all mobile searches are conducted in hopes of finding local results, and 61 percent of those searches result in a purchase.<sup>1</sup>
- 78 percent of local-mobile searches result in offline purchases.<sup>2</sup>
- 27 percent of consumers will leave a site if it is not mobile-optimized.<sup>3</sup>

Now, more than ever, businesses can't afford to ignore the mobile marketplace. If your website isn't mobile-ready, you're losing out on potential business and it's effecting your bottom line.

Mobile technology is arguably the closest you can get to your customers. It's literally putting your business in the palm of their hand.

Phones aren't going away. In fact, their usage over the next several years is projected to steadily grow. Now is the time to get ahead of the trend and in front of your customers. GRI can help.

<sup>1</sup> Search Engine Watch

<sup>2</sup> comScore, Neustar Localeze, 15 Miles, 2104

<sup>3</sup> ExactTarget, 2014 Mobile Behavior Report



## SOCIAL

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It's undeniable. Social media has absolutely changed the way people spend their time, communicate and interact. In many ways, it's an ingrained part of our culture.

A recent survey shows one in every three people in the U.S. use Facebook every day – adding up to more than 128 million visits daily, with the average user logging in at least five times a day.<sup>1</sup> More than 70 percent of all people who use the internet are now active on some sort of social media platform.<sup>2</sup> Twitter has more than 63 million active users each month,<sup>3</sup> Pinterest has 47 million.<sup>4</sup>

And social media isn't just for personal use, it's also big for business.

- 47 percent of Americans say Facebook is their number one influencer of purchases
- 70 percent of marketers used Facebook to gain new customers
- 34 percent of marketers use Twitter to successfully generate leads<sup>4</sup>

When it comes to social media, Facebook is still the clear winner. But engagement and usage of all social media sites continues to grow.

Social media can be an extraordinarily effective place to grow your business, but simply being on Facebook, Twitter or Google+ isn't enough.

The entire point of social media is that it is social. It's a place to share, comment and interact with other users. To simply set up a page and occasionally post a message isn't enough. It's about talking, sharing and talking back. You should have a creative voice that communicates your brand on a personal level... talking to your customers, not at them.

GRI takes social media to the next level. We not only post, comment and share... we interact with your customers. Social media – unlike any other marketing tool – creates a personal relationship and is part of an overall winning business strategy.

<sup>1</sup> Facebook

<sup>2</sup> Pew Research Center

<sup>3</sup> Twitter

<sup>4</sup> Pinterest

<sup>5</sup> JeffBullas.com

