

# FLOORING MARKETING INSIDER

The Online Marketing Guide For Flooring Businesses

Top Marketing  
**TOOLS**  
TO CHECK OUT IN 2020

<sup>Get</sup>  
**OPTIMIZED**  
FOR 2020 - YOUR LOCAL  
**SEO RESOURCE**



5 Ways to Engage Customers on  
**Instagram**  
- That Work!

How to **Spy** on Your  
**Competitors'**  
**facebook Ads**

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I talk a lot about local SEO and if you've recently updated your site, you may roll your eyes at the appearance of another article about local SEO. But... The truth is that local SEO is changing all the time.

To keep things simple, I've put together this local SEO resource for you to use to get the new year started right. We focus on the quickest and easiest things you can do to ensure that your local SEO is up to scratch – and that the people in your target audience can find you.

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our competitors' Facebook ads. It's one of the best ways to fine tune your marketing and outpace your local competition. Here's what you need to know.

# Welcome To Flooring Marketing Insider

Thanks for checking out our January 2020 issue of Flooring Marketing Insider, your online marketing resource guide for flooring businesses. Each month we will be covering topics that resonate with flooring 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 flooring 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,

Marketing 4 Flooring  
Helping You Sell More Flooring

Flooring Marketing Insider is brought to you by:

Marketing 4 Flooring, a flooring marketing service. We help flooring businesses connect with more local customers online and sell more flooring.

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. Feel free to reach us anytime.

[marketing4flooring.com](http://marketing4flooring.com)

# TOP MARKETING TOOLS



TO CHECK OUT IN  
2020



**T**he world of marketing is constantly evolving. What worked in the past may not be effective now – and if you never update your methods and tools, the chances are good that you're missing out on opportunities to engage your audience and grow your business.

Since we're at the beginning of a new year, this is the perfect time to update your marketing toolbox and add some new tools to the mix.

Without further ado, here are picks for the top marketing tools that should be in your toolbox for 2020.





## Search Console

Google Search Console is the first pick. It's a terrific tool that allows flooring business owners to understand how people find their businesses on Google.

This is a free tool that you can access via your Google account. The only preliminary step you must take is to verify that you're the owner of your website. Once you're verified, you can:

> View the keywords that visitors use to find your site

- > Check out your most popular pages
- > Check your backlinks
- > Submit sitemaps to Google
- > Track clicks on your site and links
- > Understand how Google "sees" your page
- > Check your site's mobile usability

In other words, the Google Search Console is a versatile analytics toolbox that gives you a way to understand and improve the way Google (and your target audience) see your website. If you pick only one new tool to try out in 2020, make it this one!

## Animalz *Revive*

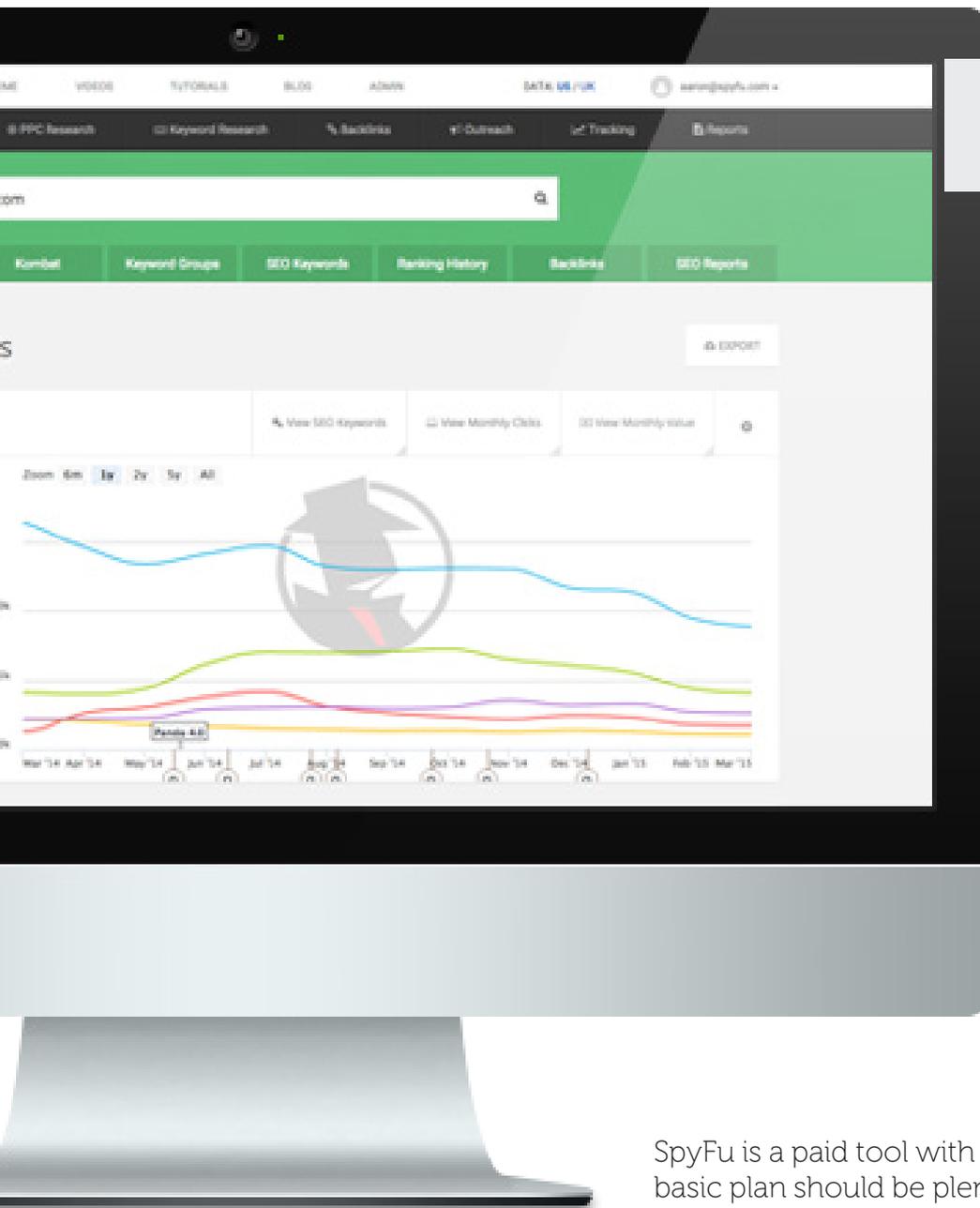
One of the biggest threats to your online visibility and viability is stale content. If you've been blogging for a while – or if your site hasn't been updated in a few years – you probably have some content on your site that's languishing from a lack of attention.

Revive by Animalz is a tool that's designed to help you address the issue of stale content. Without it, you'd need to review every post on your site to determine which posts are outdated and in need of a refresh.

With it, you can simply plug in the URL of

your website and let Revive do the rest. It will crawl your site and identify posts that are in a state of decay. (That sounds awful but really it just means pages and posts that are trending in the wrong direction.)

Revive is a free tool. To get your report, you'll need to provide access to your Google Analytics account. In return, you'll get a report that identifies the pages, blog posts, and other content that's in need of an update. You can then use it as a roadmap to refresh your site and attract more traffic than ever before.



Have you ever wondered what your competitors are doing online? If the answer's yes – and it should be! – then SpyFu is a marketing tool you should know about.

SpyFu allows you to “spy” on your competitors’ keywords and determine which ones are the most lucrative. You can use it to:

- Search for all domains and see where they show up on Google
- See every keyword your competitors have bought on Google AdWords
- See their organic search rank for each keyword

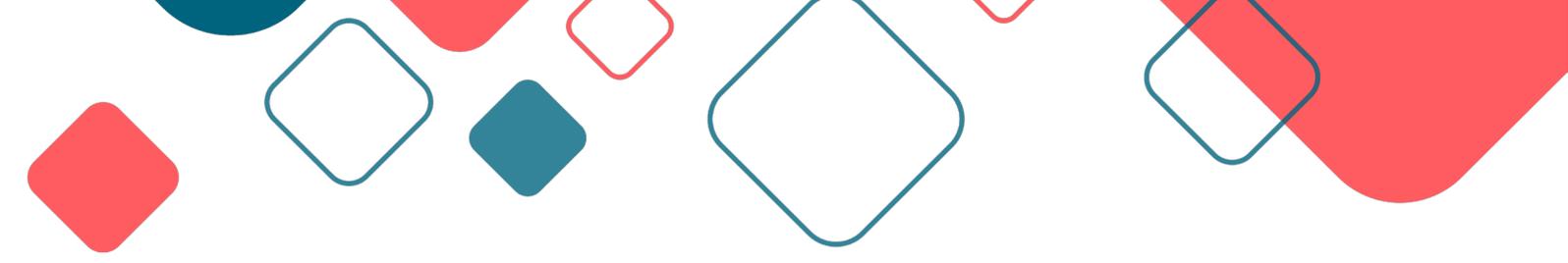
SpyFu is a paid tool with a monthly subscription. The basic plan should be plenty for most businesses.

## Hustle

Hustle is a WordPress plugin that allows you to capture email address quickly and efficiently. It allows you to design pop-ups, slide-ins, email opt-ins and social following bars.

What I like about Hustle is that it's fully integrated with just about every email marketing service.

As a bonus, Hustle includes exit-intent, which displays a pop-up or slide-in when a visitor is about to leave your page, and Google Re-CAPTCHA to prevent spam. Best of all, it's to-tally free.



## PROOF

Proof is a tool that makes it easy to display your – you guessed it! – social proof on your website. To install it, all you need to do is copy and paste their pixel onto your site page.

Once you have installed the pixel, it will integrate with your site or your CRM and show your targeted customers:

- > Customer reviews
- > Video testimonials
- > Social media posts

- > Hot streak notifications
- > Live visitor counts

It comes with the hot streak notifications which Proof says are their top driver of conversions. You've probably seen these notifications when you check out an online product and see pop-ups letting you know whenever someone buys the product.

Pricing for Proof starts at \$29 for the basic plan. They offer a free demo as well!

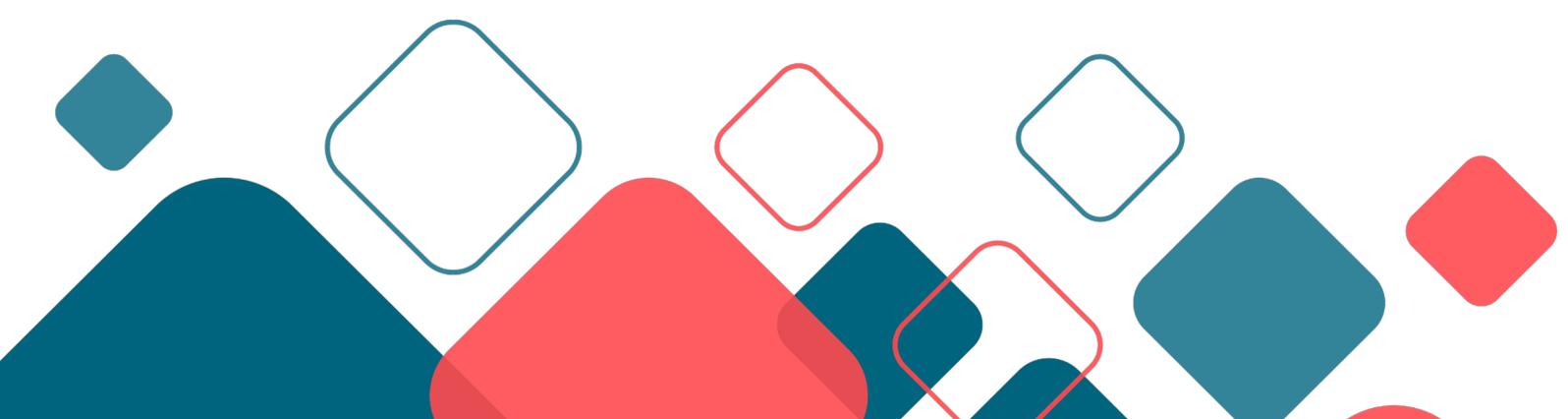
## Flashyapp

Flashyapp is a marketing automation platform that can help you improve your conversion rate in a variety of ways. You can use it to:

- > Add smart pop-ups
- > Manage your email marketing
- > Manage your SMS (text message) marketing
- > Send push notifications

It even has tools to help you manage retargeting ads by specifying what to do based on a customer's actions.

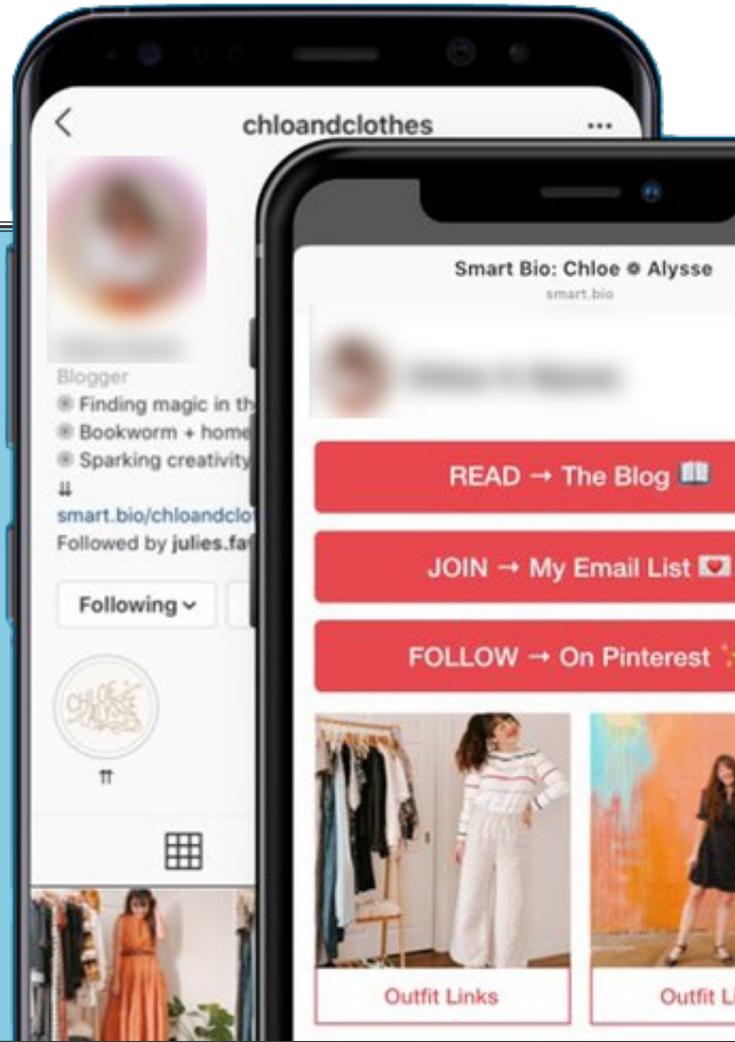
If you want to try it out, the Starter Plan is available for just \$7 a month and the professional plan is \$40 per month.





Tailwind is a scheduling tool that's designed specifically for Instagram and Pinterest. It will walk you through creating an optimal posting schedule based on your audience engagement, traffic, and virality. Then, it will re-post content for your according to your schedule.

If your business is active on Pinterest, I think Tailwind is a must. It's just as useful for Instagram. They offer a free trial that allows you to schedule up to 100 posts or Pins without a time limit. After that, the pricing is separate for Instagram and Pinterest, coming in at \$9.99 per month for each platform.



## Honorable Mentions

Here are a few honorable mentions that I think deserve some love in 2020:



Canva is a free tool with hundreds of design templates. If you don't have the money to hire a professional designer, you can use Canva to create beautiful newsletters, presentations, and social media posts. Their basic plan is free, or you can upgrade to the Pro plan for \$12.95/month.

Hemingway is a readability tool that you can use for free online or download to your desktop for just \$9.99. It helps eliminate complicated sentences that might deter readers.



## PEXELS

Pexels is a site with a decent collection of free stock photos. You can use them without attribution. Their selection isn't huge but if you don't have the budget to pay for photos, this is a great option.

With the right tools in your marketing toolbox, there's no reason that 2020 shouldn't be your best year yet!



**5 Ways to**

**Engage Customers on**

# Instagram

– That Work!

Is your Instagram feed bringing in leads or has it turned into another marketing effort that just doesn't deliver a good return on the time and money you put into it?

If it's the latter, it's time to get serious about customer engagement on Instagram. Instagram, like all social media sites, is constantly changing its algorithms.

The latest change is that Likes – which used to be the gold standard of customer engagement – will no longer be displayed on your feed.

DON'T PANIC. You'll still be able to see your Likes in your analytics, but the new reality signals a sea change in the world of Instagram engagement. Here are 5 things you can do to engage your customers that go far beyond a simple Like.



## #1: ORGANIZE YOUR STORIES INTO HIGHLIGHTS

Instagram Stories can be a terrific marketing tool, but they only stick around for 24 hours – or do they?

One favorite tip for Instagram Stories is to feature them as highlights on your profile page. Your stories can provide new subscribers with an overview of who you are and what you do. Here are the steps to follow:

- > Log in to your Instagram account
- > Navigate to your profile page and tap Story Highlights (underneath your name and bio)



## #2: USE GEOTAGS FOR LOCAL ENGAGEMENT

One of the easiest ways to amp up your local engagement is to use geotags when you post on Instagram. You can create a Geotag specifically for your flooring business, but you can also use state, city, and even neighborhood geotags to pinpoint your location.

*As a bonus, geotags can have their own stories on Instagram. If you use a geotag for your city, your posts will become part of that day's Story, making it that much easier for local customers to find you and your business.*

- > Tap the plus sign to add a Story to your Highlights
- > Tap to choose the Instagram Story you want to feature
- > Tap Edit Cover
- > Choose a cover photo for your Highlight
- > Tap Done

Once you have added an Instagram Story to your highlights, it will remain there until you re-move it. This simple move gives new life to your Stories and increases engagement by giving new followers something substantial they visit your profile.

One local follower is worth hundreds of followers who only look at your photos and never buy from you.





### #3: POST VIDEOS TO GET MORE COMMENTS

In their 2018 Instagram Engagement Report, Mention revealed that videos on Instagram receive 46% of all Likes. Since there are far more photos posted on Instagram than videos, these numbers show that videos are engagement superstars on Instagram.

With the importance of Likes on the decline thanks to the new algorithm changes, it's also interesting to note that videos get more comments than photographs as a rule. If you haven't already started posting videos on Instagram, 2020 is the year to start.

The current rules for Instagram video are as follows:

- Up to 60 seconds for videos posted on your feed
- Up to 15 seconds for videos posted as part of an Instagram Story
- Up to 60 minutes for Instagram Live video
- Up to 60 minutes for IGTV video

Posting more videos can help you grab your audience's attention and hold it.



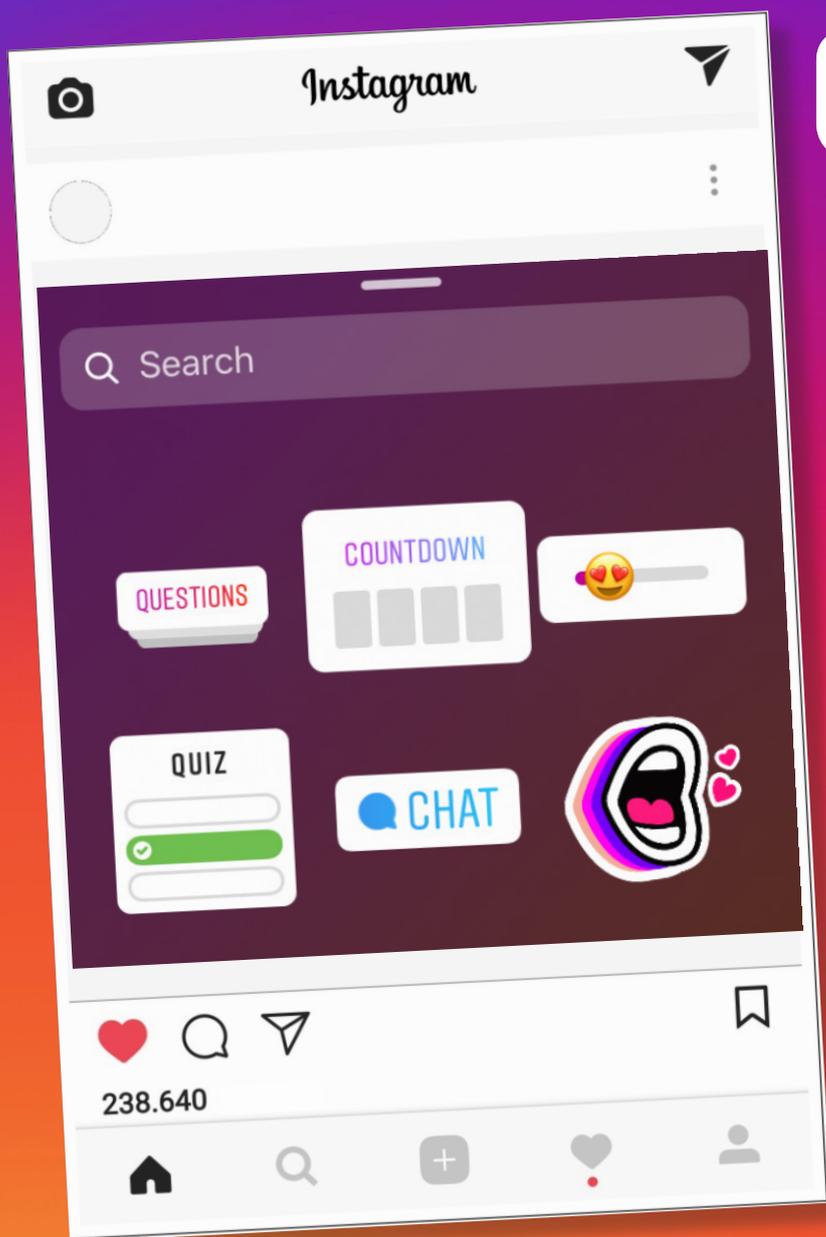
### #4: CREATE MORE SAVABLE POSTS

One of the things about Instagram is that it's easy to miss posts or to gloss over them. But what if there was a way to keep your audience engaged by getting them to revisit a post frequently?

There is! More brands are recognizing the importance of creating posts that their followers will want to save and return to. That's unlikely to happen with a simple photograph, but there are ways to create content that's suitable for Instagram and provide ongoing value to your followers. Here are a couple of ideas:

- Create carousel-style posts with multiple images organized around a theme. For example, a boutique that sells clothing could do a "Back to School" carousel or a "Holiday Party" carousel.
- Create mini-blog posts that provide information that your followers can use, such as a checklist list of what to do prior to a installation.

The key is to think about what your target audience will find valuable and provide it to them, Instagram-style.



## #5: ADD INSTAGRAM STICKERS TO YOUR STORIES

Instagram Stories are great for engagement, especially if you let your followers know how you want them to engage with you. One way to boost Story engagement is by using in-stagram Stickers.

Instagram Stickers appear on Stories and offer your customers an easy way to interact with you. The options available include:

- > Question stickers: Ask your followers a question, such as which type of floor they prefer for their living room. The question sticker is a great way to collect valuable information from your followers.
- > Quiz stickers: Offer your followers a multiple choice question to boost engagement.
- > Countdown stickers: Add a countdown to your Story to build excitement for a new discount special or a big announcement.

Here are the steps to add a sticker to your Instagram Story:

- > Add a picture to your story
- > Click the peeling smiley face icon to bring up your sticker options
- > Tap to add the sticker you like
- > Rearrange it on the page – you can make it bigger or smaller and choose where to place it and add a question or countdown

Engaging customers on Instagram isn't just a numbers game and the new algorithm changes mean that Likes are only the tip of the iceberg. These five engagement tips here will help you take advantage of the updates and make 2020 your best year ever on Instagram.



Get  
**OPTIMIZED**  
FOR 2020  
*Your Local SEO*  
**RESOURCE**

I talk a lot about local SEO and if you've recently updated your flooring website, you may roll your eyes at the appearance of another article about local SEO.

I get it. Believe me, I do. I don't want to sound like a broken record.

But...

The truth is that local SEO is changing all the time.

I know it can be hard for flooring business owners to stay abreast of changes and keep their sites optimized for local search.

To keep things simple, I've put together this local SEO resource for you to use to get the new year started right. I'll focus on the quickest and easiest things you can do to ensure that your local SEO is up to scratch and that the people in your target audience can find you.





## Optimize Your Google My Business Listing

I'm not going to go into detail here about Google My Business because I've written about it extensively before. That said, please don't ignore GMB in 2020! An optimized listing is your best friend when it comes to local SEO for flooring.

Make sure your listing is complete and up to date. Add pictures and your company logo if you haven't already and do everything you can to encourage people to review your business on Google. It'll help – I promise.



## Standardize Your NAP Listings

NAP (Name, Address, Phone number) listings are another topic I've covered extensively, but they've become more important than ever before thanks to Google's Hawk update in 2017. Having even one listing that's not standardized can and will dilute your online presence – so don't skip this step.

Google your company and make sure that your NAP listing is identical everywhere it appears. Remember that even minor differences (Ave instead of Avenue) can cause a problem. I know this is a painstaking, nitpicky job, but it's important.



## Specify Your Service Area

You own a flooring business and that means you have a service area. It's important to let potential customers know where you are located.

There are two quick and simple ways to specify your service area without

overhauling your entire website. You can:

1. Add a bulleted list of cities, districts, or neighborhoods you serve
2. Embed a map on your site with pins in your service areas

(or indicating your locations if you have more than one)

This easy step will ensure that potential customers who land on your site will be able to see at a glance whether you serve the area where they live.



## Create Geo-Targeted Landing Pages

One of the changes included in Google Hawk is that Google made the target search areas smaller than they used to be to (at least in theory) prevent local businesses like yours from being elbowed out of search results. What I suggest is creating separate landing pages for each of your service areas (the areas you install in).

- > Remember that Google ranks pages and not domain names, so there's no limit on the number of geo-targeted landing pages you can have.
- > Choose highly targeted local keywords.
- > Do not duplicate content too closely or Google will flag your pages.

> Whenever possible, link geo-targeted social proof to each page by including relevant reviews and testimonials.

Most searches these days are happening on mobile devices. Having geo-targeted pages will help you to take advantage of voice search, including "Near Me" searches that are relevant to your business.

Here are some tips:



## Optimize Your Citation Pages

Did you know that it's common for prospective customers to spend only a few minutes on a website before converting? That might sound unrealistic but it's true – and it's because they spend far more time on citation pages before buying anything.

Some of the best known citation pages are review aggregation sites like Yelp and Yellow Pages, but there are dozens of others – some of which are city specific.

To get a jump on optimizing your citation pages, check out this mini list from [Moz](#), which lists common citation pages by industry. Then, Google your flooring business and make your way through each citation. Keep in mind that, in some cases, it may be worthwhile to upgrade to a premium account, so you can add images and make the most of your business listing.



## Use Schema Markup on Your Website

Another local SEO factor that you may have overlooked until now is Schema markup. Schema tells Google how to display your pages when they come up in search – and it can make a big difference in how local customers feel about your page.

You should use Schema markup to provide potential customers with vital information about your business. Many small businesses don't bother to include a "rich snippet" with their Schema markup. You can find more information about how to use Schema markup to boost your SEO [here](#).



## Focus on Reviews

There's no denying that social proof is the name of the game when it comes to marketing your flooring business. The research shows that almost all consumers pay at least some attention to online reviews, with many giving them as much credence as a personal recommendation. They want some type of proof before you walk into their homes.

You should start with Google My Business because those are the reviews that people are most likely to see when they search for your business. After that, you should look at review aggregation sites such as:

- > Yelp
- > Angie's List
- > BBB (Better Business Bureau)
- > Facebook
- > city-specific sites

Sending an email or text to your past happy customers asking them to leave reviews on Google.

Link directly to your review page to make it easy for them.

Make it a company policy to ask happy customers for reviews. You can decide what makes sense. The best bet is probably to reach out to customers when a job has been completed.

Consider linking directly to your review pages from your website. That kind of transparency is something customers value and it will help your local SEO, too!

Getting optimized for 2020 doesn't need to be complicated and you don't need to spend a lot of time doing it. The quick fixes I've provided here will help you fine tune your local SEO and grow your business in the new year.



HOW TO SPY ON YOUR

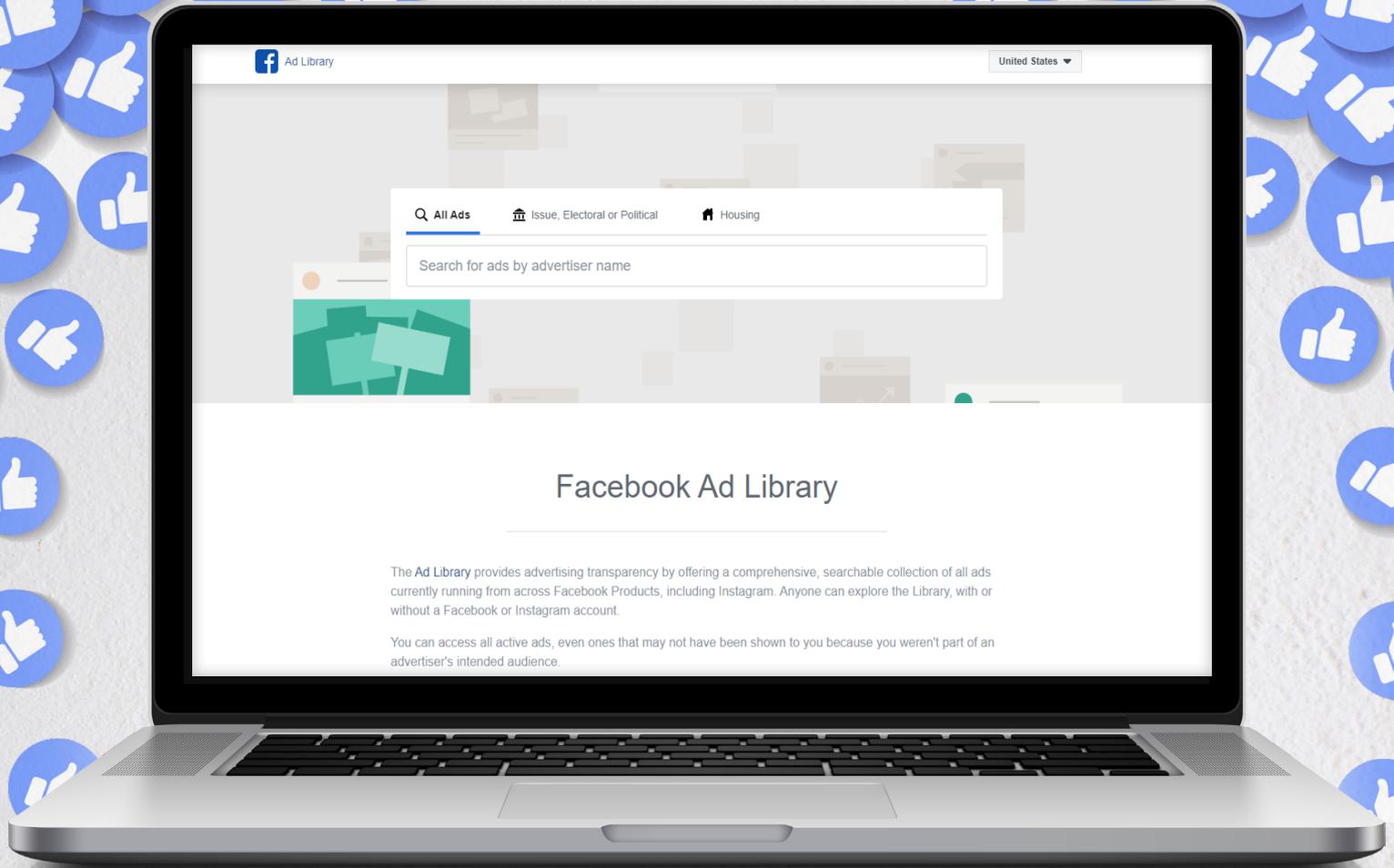
# COMPETITORS'

# facebook Ads

What if I told you that you could be the James Bond of local marketing? Would you be interested?

I can't promise you access to an Aston Martin and Bond's cool gadgets, but I can tell you how to get a bead on your competitors' Facebook ads. It's one of the best ways I know to fine-tune your marketing and outpace your local competition.

The good news? It's not hard to do! You don't need a lot of money or a British accent. Here's what you need to know.



## What is the **facebook** Ad Library?

You're probably aware that Facebook and its creator, Mark Zuckerberg, have come under some intense scrutiny since the 2016 presidential election due to the use of the social media platform for "fake news" ads.

One of the tools that Facebook has made available to address the criticism is the Facebook Ad Library.

On the surface, its intended use is to provide transparency in advertising. You can plug in the name of any Facebook page and see the ads they've placed – with a special emphasis

on political and issue-based ads.

The search option defaults to issue, Electoral or Political ads, but there are two other options available:

- Housing (Facebook has also come under attack for allowing lenders to use ads in discriminatory ways)
- All Ads

That last option is the one that lets you peek at what your competitors are doing.



## How to Use the Facebook Ad Library?

The key to using the Facebook Ad Library is understanding how it works and what to do with the information you find there.

The first step is to make a list of your competitors. Make sure to note the exact name they use on Facebook – you'll need that information to view their ads.

### **Next, go to the Facebook Ad Library. Then follow these steps:**

- 1.** Click the "All Ads" option.
- 2.** Type in the name of the competitor whose ads you want to see into the search box.
- 3.** Choose their page from the list that appears.

Once you click the name, you'll see a page that displays the Facebook ads the page is running. You'll be able to see:

- Whether the ad is active or not
- When your competitor began running the ad
- The ad content, including copy, images, and video
- The ad's ID number
- The URL of the ad, so you can add it to your library for future reference

You can see every iteration of the ad that's running. For example, you might notice that a competitor is running two similar ads with different images or slightly different copy.

***The one thing you can't do is spy on their targeting, but that doesn't mean that you can't make inferences from what you find.***



## What is the **facebook** Ad Library?

How can you use what you find with Facebook Ad Library? Here are some tips and best practices to help you make the most of your espionage.

**1.** Save any ads you think are useful. As mentioned above, you can easily get the URL of any ad by clicking on the three dots on the upper right-hand corner of the ad.

**2.** Look at the images your competitors are using for hints about what their target audience wants. If you know a competitor is doing well and you notice they're using illustrations or infographics in their ads, it might be a good idea to emulate what they're doing and upgrade your images accordingly.

**3.** Make notes about the types of content your competitors are promoting. Are they using images? Videos? Quizzes?

**4.** Pay attention to how your competitors link the images in their ads to the copy. Most effective FB ads use images that are directly related to the offer in the ad, but there are exceptions.

Think of the ads you see as a textbook showing you how to connect with your target audience and pull customers away from your competitors.



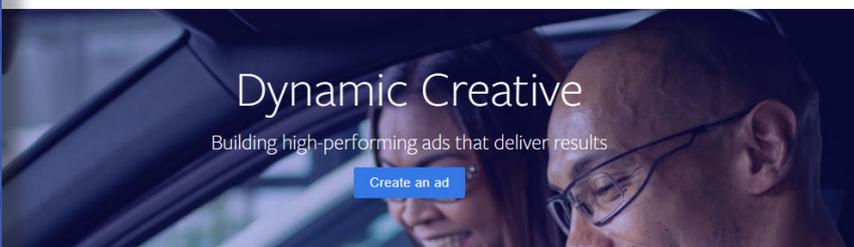
## Dynamic Creative Ads

One of the best ways to capitalize on what you learn from spying on your competitors is to let Facebook do some of the work for you. If you're not already using Dynamic Creative Ads, which is Facebook's automated ad creator, then you're probably missing out on a chance to connect with your audience.

Dynamic Creative Ads will help you create ad combinations you might not have considered on your own. You'll need to make sure you have the types of content you want to use in your library, but you can do that easily enough after you spy on your competitors.

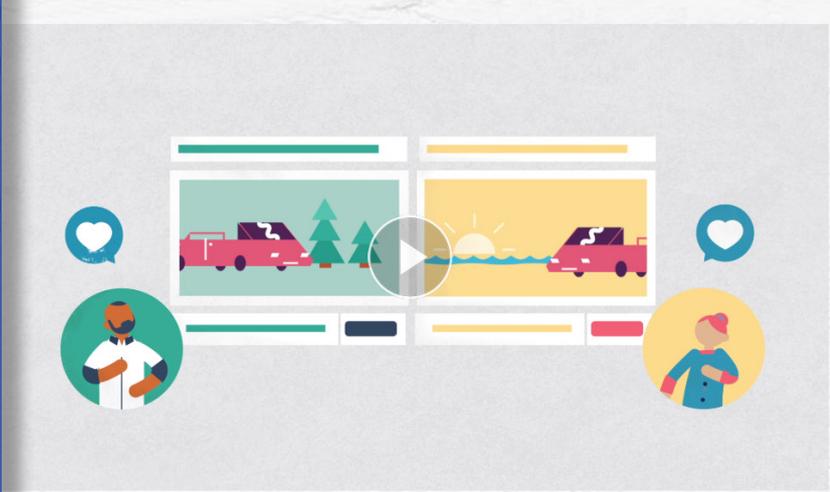
Basically, Dynamic Creative Ads will mix and match your options to allow you to reach your marketing goals. You can choose goals that include:

- Conversion
- Traffic
- Video Views
- Reach
- Brand Awareness
- App Installation



Create an ad

How does dynamic creative work?



Dynamic creative helps advertisers automatically deliver high-performing combinations of their creative assets to their audiences. Dynamic creative accepts the basic components of a Facebook ad (image, video, title, description, etc) and automatically generates optimized ad combinations based on these components. These ads are then served across placements to explore the performance of each creative element within the given audience. Dynamic creative ads can be applied to Conversion, Traffic, Video Views, Reach, Brand Awareness, and App Install campaigns.



Dynamic creative accepts up to 10 images/videos, and 5 of each text asset (body text, title, description, CTA)

### Results:



According to Facebook Marketing Partner [ROIHunter](#), a client who participated in the dynamic creative beta, [saw improvement in website conversions and mobile app installs](#). Similarly, [Aitarget](#) said they found that [use of dynamic creative](#) by one client helped to reduce CPI (Cost Per Install) while delivering more installs for the client compared to the typically used advertising methods.

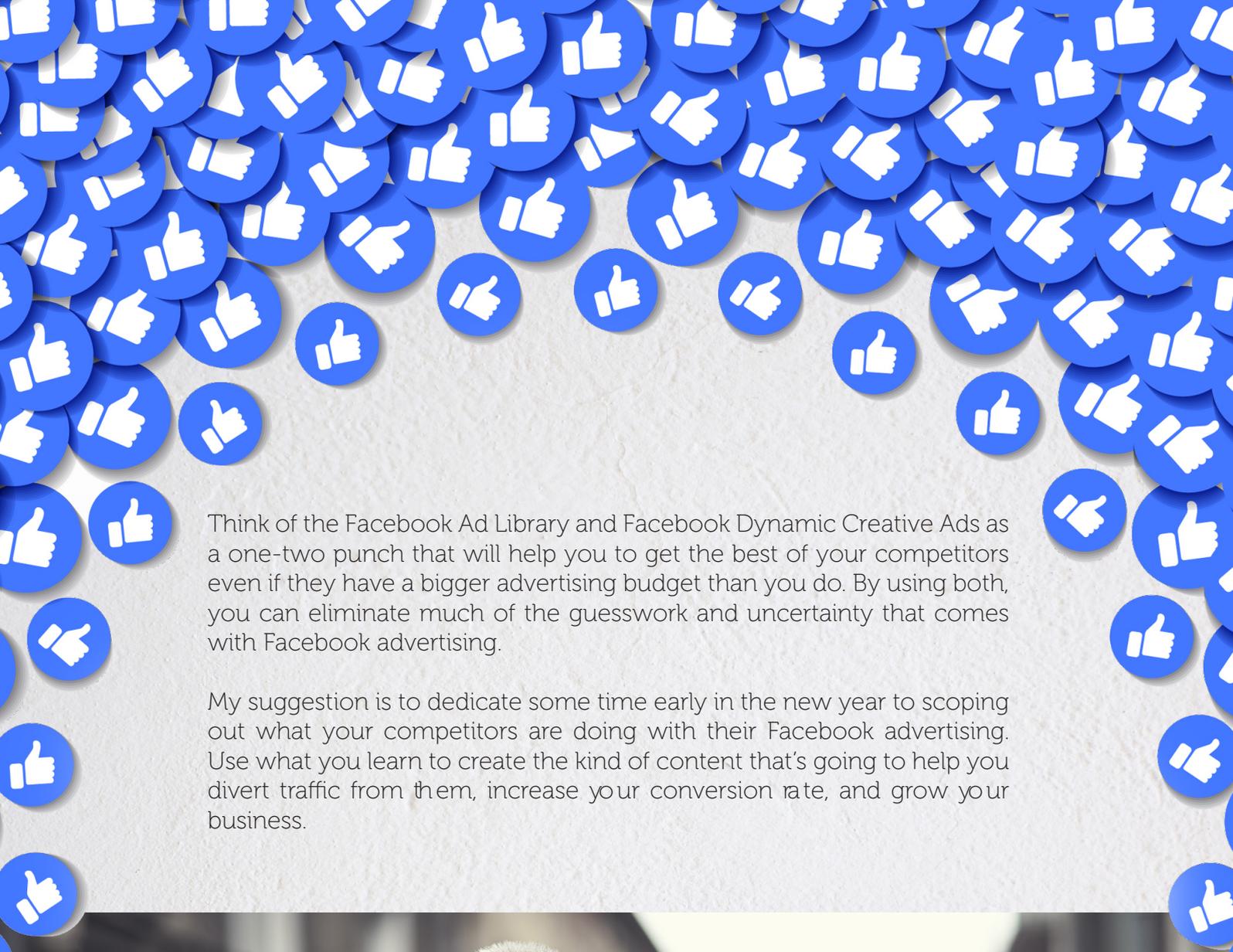
### Dynamic creative makes it easy to:



- Find high-performing combinations of creative components for your campaign and drive performance
- Launch ads with multiple combinations of creative assets quickly
- Deliver the best creative for each campaign audience and ad placement

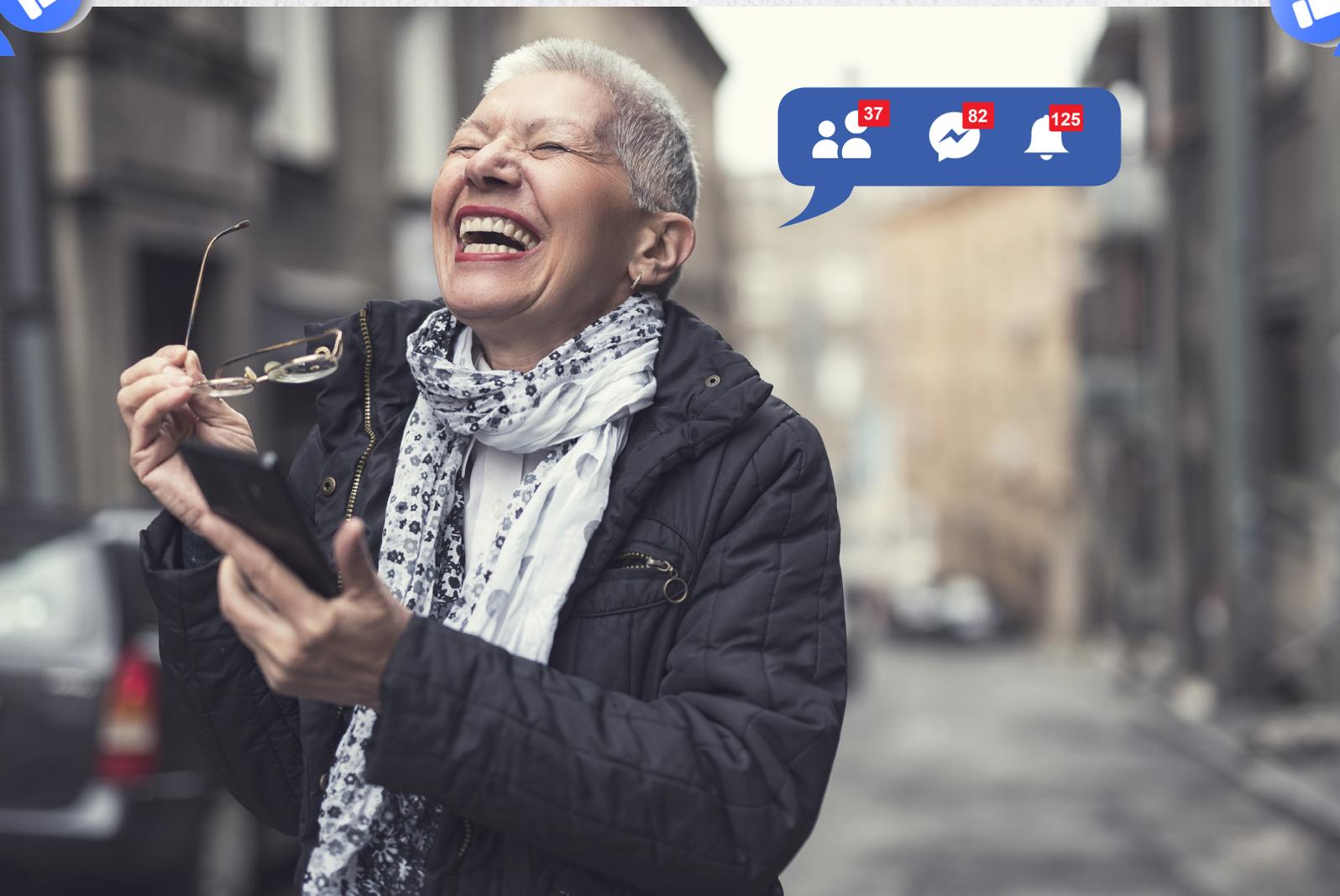
Create an ad





Think of the Facebook Ad Library and Facebook Dynamic Creative Ads as a one-two punch that will help you to get the best of your competitors even if they have a bigger advertising budget than you do. By using both, you can eliminate much of the guesswork and uncertainty that comes with Facebook advertising.

My suggestion is to dedicate some time early in the new year to scoping out what your competitors are doing with their Facebook advertising. Use what you learn to create the kind of content that's going to help you divert traffic from them, increase your conversion rate, and grow your business.





**Sell More Flooring!**  
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**BEST YEAR EVER!**

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