

Season 3 | Episode 74

## Businesses Shift Strategies to Digital and Text Messaging Marketing



### Gene Marks

CPA, Columnist, and Host

#### Gene Marks:

Hey everybody, and welcome to this week's episode of Paychex's "On the Mark" podcast where we take an item or two from the news that happens during the week and give you some thoughts and advice on it. My name is Gene Marks. Thanks so much for joining me.

This past week, before the holiday weekend, actually, of July 4, a very, very popular online marketing service called SEMRush released some data about online marketing. Now, just a little bit of words about SEMRush, just little bit of a shout out. This is like a platform. It's used for keyword research, online ranking data. It gives you metrics of search volume and cost per click, as well. SEMRush is a service that a lot of my clients use. A lot of businesses, both big and small, hire these guys to help them with improving their online marketing with a lot of data and research about what is working better.

So SEMRush released this report that basically was about keyword and search volume intelligence, right, that they gathered over the past four years. They looked at traffic, traffic growth spends to organic performance over time, and then they're basically sharing what they have seen. Three big things came out from this report regarding online marketing that I think that we all should be aware of.

So, No. 1; Over the past four years, the searches for digital marketing services have increased by 1,500 percent. That's number one. So, a lot of small businesses are out there searching for digital marketing services, number one.

No. 2; The interest in creating short videos for small businesses has grown by 420% over the past four years.

And finally, No. 3; Based on SEMRush's data, 600% more people, that's six times more people were looking up free text messaging marketing in 2022 than they did just four years ago.

So, let me give you some thoughts on what this news means for you and what it means for me as a business. Again, I am always looking to increase the leads for my business, the opportunities for my business and, you know, digital marketing and all my marketing is super important for me.

So, a few things that I've learned. Let's get back to this digital marketing services, a lot of people searching for them, okay. I like that. Really, for the most part, we shouldn't be doing digital marketing on our own because, let's face it, you and I don't know the first thing about digital marketing. We're focused on our business and what we do if we run a shop or a restaurant or some type of B2B service firm. We don't know anything about digital marketing.

It's very, very important to hire an outsider, somebody that are experts in digital marketing. Where do you find them? Well, I've tried a number of places over the years with different types of success, but I've got some recommendations for you.

Consider going to Fiverr. It's F-I-V-E-R-R or Upwork or Craigslist, or you can get a referral maybe from somebody that, you know, because referrals are really the best source of somebody that you're as in business, usually digital marketers having success, let them refer you who they're working with.

Other places to try: Try the American Marketing Association or the Digital Marketing Association or the Internet Marketing Association. You can Google them, go to their sites, reach out to those guys. They can probably refer you some members of their organizations that can help you with digital marketing.

A couple other things on digital marketing. If you're going to do it and hire somebody, you better have a budget. You're going to be paying that person or that firm at least, in my opinion, \$2,000 a month, because anything less than that is probably not worth people's bother. And by the way, that doesn't include the cost for ads, as well.

Finally, if you're going to hire somebody for digital marketing, you want to make sure you've got some specific deliverables to give them, like, I want to see a certain number of clicks on my website or visitors to my website over this period of time, or I want to grow my followers over this period of time, or I need to generate X amount of leads that are sourced by your digital marketing over a period of time.

All of those things you should keep in mind if you are one of the 1,500 percent increase in people that are searching for digital marketing services, that's number one.

No. 2; I mentioned earlier that there has been this huge interest in creating short videos. You absolutely should be creating videos for your businesses. You can be creating videos on manufacturing processes, training, customer referrals, customer conversations, things that your employees are doing. Chop them up into bits — into one-minute or three-minute segments — and propagate them among all your social channels: Twitter, Facebook and LinkedIn or wherever.

My advice is for you to use a professional service to do that, too, because the professionals are going to be doing a better job than you and me, and you don't want your videos looking like something out of "Wayne's World", you know?

But, if you are going to do it yourself, make it real, make it personal, make it transparent. The people that have succeeded the most on YouTube are the people that really got into their own life and shared their own

existence in their own lives with their audiences. Even though they didn't have professional people taking these videos, it was so engaging that people were attracted to that. So, if you want to have a professional, do it, make it real.

Finally, according to SEMRush, 600% more people are looking for text messaging marketing in 2022 compared to four years ago. It's the next wave in marketing, man. You should be looking for text messaging software to integrate it with your customer relationship management software package, alright.

Consider Twilio. Consider SMS Magic or consider Tatango. You can Google those three options. There are many more that are out there. Make sure you've got a good opt-in procedure, so if anybody is receiving text messages from you, they have agreed to receive them. Text messaging is really a powerful way, really to keep in touch with your customers and your clients, not necessarily for new prospects, but for your existing community. Great way to stay in touch with them and, hey, you could be generating a lot more revenue from your existing community, right? It's just another way to reach out and touch them and make sure they're in the loop.

So, digital marketing services, super popular and growing. You should be outsourcing your digital marketing to an expert. Short videos (are) very, very popular, according to SEMRush, search is really increasing. You should be doing the same — hire a professional — but if you're going to do it yourself, make it transparent. And finally, you should be considering text messaging marketing services. I gave you a few of them, integrate them with your CRM system, use it as a way to stay in touch and reach out to your customers, your clients, and your community.

Hope this information helps guys. That was the news this week. The big report that came from SEMRush. You can find out more at SEMRush.com — S-E-M-R-U-S-H dot com.

And, by the way, if you've got any ideas or advice for topics or guests that you would like to recommend for our Paychex Thrive podcast, please let me know. Go to [payx.me/thrivetopics](https://payx.me/thrivetopics). That's P-A-Y-X dot M-E/thrivetopics.

Hope you find this information helpful. I know I did it for my business. My name is Gene Marks. Thanks for joining and listening to me. I'm going to be back with you one week from now with some other type of news that came out this week and how we can interpret it to help our businesses grow and profit and succeed. See you next week. Take care.

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