



# HOW TO USE TECHNOLOGY TO **BRING MORE LOCAL** **CUSTOMERS TODAY**

A winning strategy to capitalize  
on a post-pandemic world

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## Introduction

Thank you for reading this special report.

I know that as a small business owner, your time is incredibly valuable, so I'll make it short but worth your while.

Now, let's start by stating the obvious: *the Covid-19 pandemic has accelerated the use of online technologies by years.*

Every business needs to adapt to customers' new tech-savvy needs to sustain the business and grow for years to come.



So for you, as a small business owner, the question is **how to CAPITALIZE on the power of online presence** so that your business can not only survive but thrive.

How to have the right kind of tools and setup to ensure that you can bring more new customers to your business and meet them where they really are.

**I'm pretty sure that you know your business well.**

You know what you're offering to your customers.

You know who your customers are.

You know who is your primary competitor.

And you also know your business goals.

But the challenge that most likely you experience comes down to the fact that there is **just an insane amount of contradicting information of what you should and shouldn't do** to easily attract and retain customers online.

PLUS, you might be hesitant to talk to anyone because you think building a proper setup to attract more customers involves massive costs.

Well, by the end of this report, my goal is to clear all that for you.

**You'll discover the most up-to-date strategy** for launching and positioning your business online so that you can beat your competition and bring more customers without much work or huge costs.

So if you're ready to take advantage of the accelerated technology adaptation that COVID-19 brought and tap into the new way of driving business online...

**...please take the next 10-15 minutes to read everything in this report.**

You'll be glad you did.

**Let's dive in!**



## Two Key Reasons Why Most Small Businesses Fail Online Today

First, let's talk a little bit about why businesses fail today.

As a business owner, you are aware that you need to move with the times or face extinction.

So to accelerate the adaptation of what's happening now, most businesses rely on digital marketing agencies to advise them on the best online strategies.

Unfortunately, *"traditional"* digital marketing agencies are not set up to give you a **WINNING** strategy because that would eliminate their profitability.

So they continue to employ the same outdated tactics that they have been using for the last decade.

They charge hundreds and even thousands of dollars per month to create complex websites and eCommerce stores because that's how they can justify the price tag.

### **But everything is different now.**

Technology has evolved and provides capabilities and simplicity unseen before so that any type of business, regardless of its size or budget, can tap into the online world.

But more importantly, customer behavior and the way how they interact with businesses today have dramatically changed.

So let's talk a little bit about that change.



## How Consumer Behavior Has Changed

In the past, consumers wanting to purchase a product or service would sit in front of their desktop computers (*typically in the evening or early morning*) and type into Google something about the product or service they wanted.

Once search results are returned, they would be immediately exposed to two things:

First, they would see the best optimized Google Ad with the offer to get that exact service or product.

Secondly, they would be exposed to a business that has employed the best SEO tactics to be on the TOP of Google's search results.

Google recognized how easily it was for a wrong business to manipulate their results, so they started to introduce different criteria (*more about them later*).



Today, and especially in this post-pandemic world we live in, that's not the primary way consumers discover businesses, products, or services they want to buy.

To illustrate this new behavior, let me share an example of a consumer's journey to find products and services

that they want to buy.

### Meet John and Liz & their kids.

John is a 45-year-old bookkeeper, and his wife Liz is a 43-year-old school teacher. They have two kids, 17-year-old Tom and 14-year-old Beth.

John, an avid golfer, **uses Google Assistant to do voice search** "*Latest Callaway Driver for sale.*"

Thanks to a special announcement on **Steve's Sporting Goods Store Blog**, John becomes aware of Steve's 50% discount on these drivers.

He clicks the link, goes to the store and discovers that this special is only for today, **and there are only 2 left for this price!**

Without hesitation, **John clicks the “BUY NOW” button** and starts dreaming about his next round of golf using his shiny new Callaway driver, which is being delivered in a couple of days.

**Meanwhile, Liz, Tom and Beth return from school.**

Liz decides she's too tired to cook dinner for the family and wants something exotic instead.



She pulls out her mobile phone and **voice searches “Thai takeout.”** Within seconds the nearest possible Thai restaurant shows up in the search results, and she is pleased to see that she can order everything online.

So after reading a few reviews, she places an order, pays for the food and waits for it to be delivered within 30 minutes or so.

She chose this particular Thai restaurant because **the reviews were great and it's close** (*impact of local proximity - more about that later*), so they won't need to wait too long for their food to be delivered.

**At the same time, Tom is scrolling through Instagram** and sees that the latest gaming headphones have just been released.

He does a quick search on his mobile phone to see if any local gaming stores have received the new stock.

To his surprise, he finds **Gary's Gaming Supplies announcement on their Blog** that the first 50 of these brand-new gaming headphones will be available within the next 15 days and that **they are taking the pre-orders right now.**



Tom doesn't hesitate - *he sees that only 7 are left for the pre-order*, so he places an order online and can't stop dreaming about being one of the first of his gaming friends with the new headphones.

**Meanwhile, Beth's best friend Tiffany's birthday is coming up soon**, and she wants to surprise her friend. So Beth searches "*birthday gifts for 14 year old girl*" from her iPad, and a local jewelry store shows up.

She clicks the link, and after scrolling through their online store, she finds the perfect necklace that Tiffany will love, which she orders online with the next-day delivery.

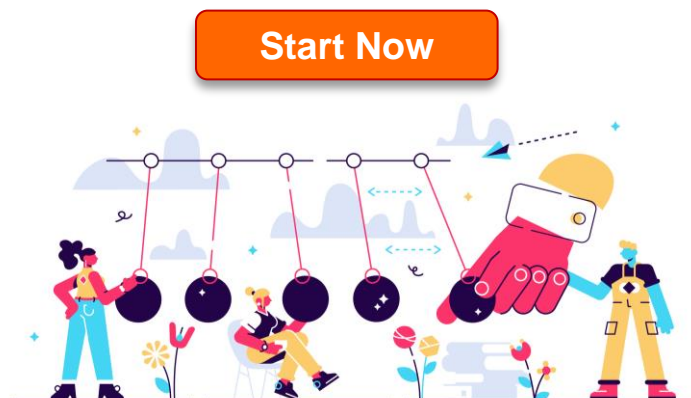
### Dynamic, Instant & Local.

As you can see from the example above, and I'm sure you have experienced it yourself just as I am, buying behavior has drastically changed, especially during the COVID-19 pandemic that accelerated online eCommerce by 5-7 years.

Therefore, for you as a small business owner, it's important to tap into these new dynamics so that you can get your product or service in front of the right people at the right time.

So now, after we have talked about consumer behavior, let's switch gears and talk about factors that are directly responsible for your results.

[Ensure to fit your business to customer's behavior!](#)



## 6 Factors That Impacts Your Results Today

We have identified six factors that you need to consider if you want to take advantage of the behavioral changes we just talked about.

### FACTOR #1: PROXIMITY

Proximity refers to the distance between your business location and the consumer performing a Google search when looking for a solution your business provides.

The proximity could be half a mile, a mile, 5 miles or 50 miles. But what you need to understand is that when you optimize your business for Google's search results...

... you're not trying to compete with everybody, which is what general SEO that so many marketing agencies provide to local businesses is designed for.

No.

Your competition is ONLY those businesses that are in your local proximity, and that's what your business firstly should be optimized for.

### FACTOR #2: PROMINENCE

Prominence refers to how reputable your business appears online.



It all starts with a simple Google My Business listing, which you most likely already have, where you collect reviews, shares and comments.

The more 5-star reviews and positive comments you get, the higher prominence for your business when weighted against your direct competition in your local proximity.

### FACTOR #3: RELEVANCE

One of the most significant changes that impact your business online in a profound way is VOICE SEARCH via mobile phone.

Unlike when people type something in the search bar, voice search is designed to **understand the CONTEXT of a search.**

So when you optimize your business for voice search, you need to provide fresh, dynamic CONTENT that builds context around the topic and is not just a mechanical response to keywords.

We will talk about how to achieve it later in this report.

### FACTOR #4: SPEED

People are impatient today. They want things NOW, and if they can't get them, they will choose a business that can provide them faster.

This impatience goes hand in hand with the fact that most folks who visit your website or store are coming from mobile devices.

So getting your website interactive in under 3-4 seconds is a must. Otherwise, people will just leave.

Plus, Google also favors businesses with fast website loading speeds because it's how Google can satisfy its users.



The bottom line, a fast website is non-negotiable. It's a must.

### FACTOR #5: MOBILE-FIRST EXPERIENCE

As illustrated by our example earlier, most local small business searches are done using mobile devices.

In fact, the number of people accessing the internet via mobile is starting to dominate the online activity.



According to Statista research, 54.8% of global website traffic in the first quarter of 2021 was from mobile devices. And that's excluding tables.

If you're a local business, you need to think about building a MOBILE-FIRST website and store

so that when people try to access your site from a mobile device, you can provide the best possible experience to them.

The result of a properly optimized mobile website and store is that you will get more leads and sales from the same number of visitors.

## FACTOR #6: INSTANT ACCESS

The final factor that plays a massive part in **how much MORE revenue you can generate online** is the ability to instantly pay for your product or service.

As we already talked about, people are impatient today. But, even more, people want to satisfy their immediate needs right on the spot.

They don't want to send emails, chat messages or communicate back and forth. Instead, they want to look up the product or service and make an instant order.

You see, social media plays a huge part in the way how people discover local businesses today.

They want to see your business offering products and services via social media sites. And when they see them there, they want to buy them right away.

**It's called IMPULSE PURCHASE.**

So whatever you're selling - whether physical products, services or both, giving people an ability to place an order on the spot is a must.

## How To Use Technology To Bring More Customers

Now that you know how consumer behavior has changed and what factors can influence your ability to stay on top of it...

...it's time to learn what exactly you, as a small business owner, can do to bring more customers without unnecessary work or forking out loads of hard-earned money.

And this is where I have some very good news for you.

You see, unlike years ago when setting up a website or online store required a highly paid consultant or developer, and serious monthly recurring fees, today, **in the mobile-dominated world**, most of the work can be done by the TECHNOLOGY itself.

You just need to use the right setup for your business and make regular content updates to create context.



Let's talk about that setup.

There are 3 components that will allow you to be in front of the modern consumer.

### #1 FAST LOADING STATIC WEBSITE

Depending on your business model, it can be a single page or multipage website that tells everything about your business and your brand.

The purpose of this static, fast-loading website is to build trust and provide a path to other components of your business, particularly from mobile phones (*more about that in a second*).

Essentially, local PROXIMITY and PROMINENCE are two factors that you'll influence with a properly optimized, fast-loading, mobile-first website.

Typically, you won't need to make changes or updates on this website for 12-18 months (*but it could be done more often if required, of course*).



## #2 DYNAMIC BLOG

This is where the magic happens.

The purpose of a BLOG is to tap into the power of local PROXIMITY and build RELEVANCE so that you can dynamically influence all the possible voice searches about your products and services.

So you will make simple, regular text updates via a blog that will expose your business as the most RELEVANT in Google's search results.

You see, most local businesses don't use blogs at all. The reason for that is that it typically requires a lot of extra setup and maintenance costs.

Not anymore.

Today, with the technology we provide, it's as simple as opening your favorite app on the phone.

It truly is that simple.

### #3 ONLINE ECOMMERCE STORE

And now, the final structural component is the online eCommerce store.

Regardless of what you are selling, whether physical products or services, you need to satisfy consumers' need to spend money with you.

In other words, you need to allow them to pay you at the moment when they decide they want your product or service.

Even more, every single product or service page allows you to expose your business in Google for more FREE visitors and potential customers.

And again, with the technology that we provide, setting up a mobile-first online store is not hard at all.

**When you enable that combination of website + blog + store, you gain the leverage to put your business above any competition you have.**

They simply won't stand a chance.



## Here Is How You Can WIN Today And In The Future

Look...consumer behavior has changed - you can't deny it.

Competition is growing by a minute. Everyone is fighting for the same customer.

So you need a competitive advantage that can bring you more customers for years to come.

**By activating a fast-loading, mobile-first website, blog and store**, you'll be getting that advantage without wasting a fortune on outdated strategies and systems that so many still offer today...

...and without creating lots of extra work in your already busy schedule.

**The process is very fast, and for an unbeatable price** - you can expect the full setup completed within days so that you can start to bring more new customers and dominate your competition online.

So take a huge leap forward for your business - just get in touch with us, and we will provide a free, no-obligation service proposal so that you know what's possible for your business.

You have nothing to lose but all to gain!

[You can request your FREE proposal Now](#)

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**Let's bring your business ambition to reality!**

