

How to grow small business online?



Designed by

BOWWE

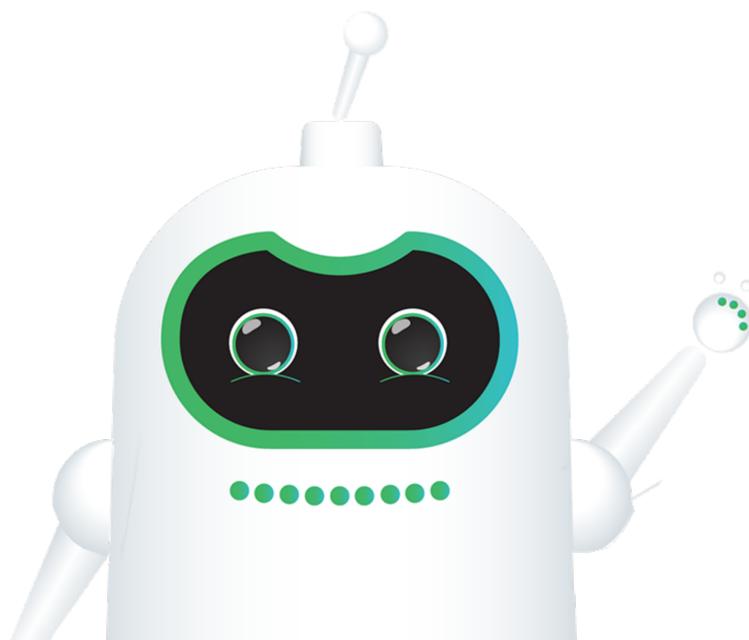
Why this guide is for you...

How to grow a small business online - is a common question among small business owners, which is not always easy for them to find an answer to. Many get caught up in various ways to grow a small online brand that are often ineffective.

In this material, you will find the most proven and effective strategies for developing a small online business. What will you learn about each strategy?

- 1.) Basic (but crucial) stats.
- 2.) It's the most important benefit for your business.
- 3.) Clear guide on how to get started with each of them.

This document was created based on **years of working with small companies and conducting promotional activities on various marketing channels.** If this material is missing any information or you would like to know more, go to the <https://bowwe.com/en/blog> or contact us (<https://bowwe.com/en/contact-us>)!



1. Make a website!

Did you know that 92% of small business owners think that having a website is the most effective digital marketing strategy?* That's a lot, right? Adding that 64% of small businesses have a website make it even more impressive!* It's a clear signal that owning a website is currently crucial to all small businesses.

What benefits can give you a website?

- **Traffic** - Google averages **40,000 searches every second**, which equates to **1.2 trillion searches worldwide per year**. Some of these searches are related to small business which is a **great opportunity to make yourself seen in SERF** (*search engine results*).
- **Sale** - selling through your own website will not only **make you earn money** but also **establish a closer relationship with your customers**, making it easier to turn them into loyal customers.
- **Base data** - if you have a website you get access to rich data about your **potential** and **current** customers. You get to know about their gender, age, location, interests and much more!

*Source: <https://devrix.com/tutorial/small-business-marketing-statistics-trends/>

How to level up small business website?

1) Show what makes you stand out.

Attract customers by **showing** what **distinguishes you** from the rest of the competition. The fact that you are a small business may turn out to be **your greatest advantage!** Show your clients that you have **time for them** ("*Let's meet - anytime you want*"), that they can always **contact you** ("*Your support is open 24/7*") and that you approach each of them **individually** ("*Our products are 100% adapted to each client individually*").

2) Prove your value.

Post testimonials from your customers on the website, which will show that many just **trusted your company** and **benefited** from **your offer**. If you are a newly established company and do not have a proven collection of **genuine opinions** yet, don't worry. You can show your **university** or **course diplomas** or showcase your **demonstration projects**.

3) Get an advantage with the pricing.

The **price list** is one of the places that plays an **important role** in the purchasing process. So make it so that it is **encouraging** and **profitable** for the potential customer. For example, you can create plans for **different audiences** or offer a discount on your **first purchase**.

Don't you know how to make a website? We got you covered!
See our guide: <https://bowwe.com/en/blog/site-to-do-business>

2. Make a blog!

A blog offers **great opportunities** for development and customer acquisition. Small businesses with blogs get 126% more lead growth than those without.* So **create a blog** where you will share valuable knowledge and advice about your industry.

What benefits can give you a blog?

- **Place in Search Engine (SERP)** - having a blog means more opportunities for your content to be ranked high in search results. This means more traffic that can turn into your customers.
- **Recognizability** - by creating valuable content and sharing knowledge with your recipients, you build an image of an expert in a given industry around your brand.
- **Contact** - through a blog, you can not only make contacts with potential customers, but also get their contact data by, for example, offering a PDF for download in exchange for an e-mail address.

*Source: <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>

What should contain a small business blog?

1) Information about products or services

If you sell some products or services, create materials related to them. They can be tutorials showing how to use a given product ("How to create a website using BOWWE") or advice before using a given service ("What documents you will need at a meeting with an accountant").

2) Advice on starting and running your own business

The blog is ideal for sharing your knowledge and experiences with others ("How I started my dropshipping business in JUST 3 month"). Since setting up and running any small business involves a lot of responsibility and many unknowns, people are eager to look for all materials that will answer their questions and indicate reasonable solutions.

3) Industry-related topics

Present yourself as an expert in your industry and raise essential topics. Explain important terms ("SEO basics - a dictionary for beginners") or information about important events ("From 2023 changes in regulations - what small businesses should watch out for").

Want to learn more about blogging?
See our blog: <https://bowwe.com/en/blog>

3. Promote on social media!

Activities in social media will allow you to increase the recognition of your brand, establish new contacts or attract traffic to your website. For 78% of small business owners, social media is a source of acquiring new customers and keeping in touch with existing ones.

What benefits can give you a social medias?

- **Feedback** - communication in social media runs much faster than, for example, via mail and is also much more emotional and up-to-date. That is why social media is a great opportunity to get real and in-depth feedback about your offer or your brand in general.
- **Community** - social media is one of the best places to build a trusted and engaged community. You can create them by adding your content or creating thematic groups.
- **Repurpose content** - one of the main things social media is used for is content reuse. In this way, you send users to your website or blog through modified, but previously created content.

*Source: <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>

How to promote on social media?

1) Set up accounts on platforms where your recipients are

The most important thing is to be active on your audience's platforms. For graphic designers, it will be, for example, Behance and LinkedIn recruitment companies. When choosing the platform you want to operate on, first consider whether the content published on it matches your industry and whether you will find a lot of potential customers there.

2) Share valuable content

Social media is one of the leading distribution channels for content. Use it by sharing interesting and important information from the life of the company or materials previously published, e.g., on a blog.

3) Make contacts

Social media is a massive network of contacts that you can use to grow your business—contact people who reacted to the content you post. Join thematic groups related to your industry. Start discussions with other experts. Use every opportunity not only to gain new customers but also to establish interesting professional cooperation.

Visit the <https://bowwe.com/en/blog> for more tips about social media.

4. Start e-mail marketing

Conducting promotions via e-mail is a **commonly used** and **effective technique** for acquiring new customers, as well as for convincing the existing ones, e.g. **to buy again**. E-mails can be up to **40 times** more effective in reaching new customers than, some social media.

What benefits can give you a e-mail marketing?

- **Personalization** - a frequently used strategy is to send personal e-mails that are exactly to meet the recipient's needs. This increases the chance of obtaining the desired conversion
- **Contact base** - keeping a newsletter will allow you to build a contact database that you can use at any time.
- **Keeping in touch** - conducting e-mail marketing will help you take care of those who have already benefited from your offer, you can send them valuable content or inform about upcoming promotions.

*Source: <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>

What you should put into newsletter?

1) Information about events

The newsletter is a perfect place to inform upcoming customers ("24 hours left until the biggest promotion of the year ...") or ongoing promotions ("-40% on everything - don't miss this opportunity!" restoring inactive clients.

2) Personalization

Small companies are associated with an individual and closer approach to the client. So let's show it with a personalized newsletter. An e-mail beginning with "Hello, David ..." draws the recipient's attention much more and allows to establish a closer relationship with him.

3) Support

E-mails are used not only to keep in touch with customers but also to support them. It is worth preparing a few e-mails that will contain tutorials about the product or basic information about it. In the case of services, e-mails may include, for example, directions, confirmation of a meeting, or a list of the necessary documentation.

5. Try paid online advertising

The use of online advertising allows you to precisely define the recipients of the advertisement and reach only those people who may actually be interested in your offer. This gives you a much better chance of turning them into your customers and gain. How much? It can be on average \$3 in revenue for every \$1.6 spent on AdWords.*

What are benefits of paid online advertising?

- **Specified group of recipients** - Internet advertising is characterized by the fact that you can precisely specify who they should reach, which increases their effectiveness.
- **Visibility** - ads from paid campaigns can appear virtually anywhere on the web. They can appear on meeting websites or even be thematically compatible with the advertisement websites. Thanks to this, your advertisement can reach a huge range that will attract customers, for example, to your website.
- **Remarketing** - remarketing (i.e. directing ads to people who have already been interested in your offer) you can turn many potential customers into actual customers.

*Source: <https://www.powertraffick.com/ppc-trends-and-statistics>

How to carry out a paid promotion?

1) Specify your audience precisely

One of the biggest mistakes of internet campaigns is poor audience selection. Therefore, do thorough research among your recipients and outline their profiles to succeed in your campaign. The place where it is carried out is also important here, which is also related to the character of your audience.

2) Properly optimize the campaign

Another critical aspect of the campaign is choosing the right keywords (for example, choosing them through Google Keyword Planner). In response to this, your ad will appear in the search results, so they must be related not only to your industry but also to the product or service itself. They can range from a vague "Berlin barber" to a specific "best SEO tool 2022".

3) Use remarketing

Remarketing is about targeting ads to people who are already interested in your offer. This is a unique activity because you already have a specific audience, but it does not mean that you will easily attract them. However, your ads will remind them of you and encourage them to purchase on your site.

6. Take care of SEO

SEO ranks second (75%) among the most frequently chosen marketing strategies.* For small businesses it is a great (usually) free solution, the effects of which can last for a long time. Remember that SEO involves various activities (keywords, content optimization and so on) that you can mostly do yourself.

What benefits can give you a SEO?

- **Traffic** - high position in search results will increase awareness of your brand among potential customers and attract traffic to your website or blog.
- **More time on the site** - by optimizing your content for SEO, you increase the chance that the user will have a better experience of using your website, which will increase the time they spend on it and the possibility that they will be interested in your offer.
- **Increase organic search** - the higher the organic search rate you have, the easier your potential customers will be able to find you. Additionally, it is a completely free form of promotion.

*Source: https://cdn2.hubspot.net/hubfs/455263/marketing-mix-2019/Marketing_Mix_2019_Report-Final.pdf

How can to take advantage of SEO?

1) Include relevant keywords

By including keywords on website (and it's content), your business can be much easier to find through search results. Let's suppose you have a bookstore. You can then optimize your content for words such as "bookstore wrocław", "bookstore with shipping", "bookshop foreign shipping", "bookshop outlet," and so on. Thanks to optimization, you will appear on specific key phrases, which will increase the reach of your business.

2) Optimize the page and content

You can implement good SEO practices on your website and in its content in several ways. The basis is supplementing meta tags, multimedia optimization or speeding up the page speed.

3) Build backlinks

Backlink building is about getting links from external sources that will link to your website. Let's say you own a hairdressing supply store and you know a popular blog that creates hairdressing tutorials. In such a situation, you can contact the blog creator and negotiate with him to include a link to your store in one of his tutorials. In this way, you get not only some traffic from this blog, but also build the "strength" of your website.

7. Set up Google My Business

5% of views of Google My Business translate into the action taken by the customer. This means a large source of new customers and increasing conversions for your business.

What benefits can give you a Google My Business?

- **Quick access to the most important information** - by typing your company name in the Google search engine, your potential client receives immediate consideration of such information as: location, opening date, opinions and much more.
- **Visibility** - having your business in Google My Business, you not only appear in search results, but also on Google Maps. This increases your chances of reaching a larger audience.
- **Posting additional information** - through Google Business you can add posts in which you can inform, for example, about upcoming promotions. This function gives you the chance to show the value of your offer.

*Source: <https://www.searchenginejournal.com/5-of-google-my-business-listing-views-result-in-a-customer-action/316723/>

How to use Google My Business?

1) Complete business profile

Google Business is a collection of essential information about your company. Therefore, when completing your company profile, make sure you add information such as: opening hours, location, website address, photo gallery, and so on.

2) Add information

You can also add posts in Google Business. Recipient's impressions start at the level of the search engine, so doing it there is extremely important. Use them to inform about important events ("We invite you to a free cooking course - start on May 20") or promotions ("Promotion -20% lasts - visit us!"). It is an easy way to stand out from the competition at the level of search results.

3) Collect feedback

Collect opinions Google Business is one of the most common places where potential customers check opinions about a given business. Therefore, encourage your customers to leave honest opinions there and respond to entries on an ongoing basis. The more positive opinions you get, the higher your positioning will be in the search engine.

Summary

Growing your online business can be done in many ways. If you are just starting your business, **it is worth trying the most basic activities first**, such as: creating a website and optimizing it according to SEO principles, promotion in social media or setting up a company profile on Google My Business.

Remember that the effects of each of the activities discussed in this article depend on the type of each industry and business. Therefore, it is best if you test each of these solutions and monitor their profits for your small business.

You can find more tips on creating and developing a small business on the <https://bowwe.com/en/blog>.



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BOWWE contains everything essential for any web designer, agency, or business to create a stunning website and become visible on the web. The intuitive drag-and-drop creator lets you release your ingenuity and talent by creating better and better websites. Forget about limitations. In BOWWE every website's element can be customized with pixel-perfect accuracy.

A remarkable website, highly converting Landing Page, eye-catching Portfolio, or any other online project. With an impressive BOWWE Builder, all your ideas can be brought to life!

Grow your business with rocket SEO, key integrations, powerful apps, and data-driven support. Design, implement, optimize and become a web-ruler!

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