



ONLINE MARKETING FOR A SMALL BUSINESS

SEMrush
Solutions

About this guide

Doing marketing for a small business implies you have to comply with many limitations. Small companies usually don't have unlimited budgets for promotion, their team's resources are limited since people have to be multifunctional and do a lot of various tasks at the same time, and, of course, they can't afford to wait for results for as long as a bigger company could.



**LIMITED
BUDGETS**



**LIMITED TEAM
RESOURCES**



**NO WAR CHEST TO
WAIT FOR RESULTS**

We, at SEMrush, work hard to make online marketing easy for all of our clients, so we decided to make a guide on how to do online marketing for smaller companies.

Who is this guide for



This guide is for swiss-army marketers, from entry to mid-level, and marketing managers in need of resources for online promotion.



It is also for small business owners who want to understand how online marketing works and what it takes to gain traffic and generate leads for their business.

Swiss-army marketers'/business owners' problems that this guide helps to solve



PPC CAMPAIGNS TARGET THE WRONG KEYWORDS



ADS ARE INEFFECTIVE



PPC BUDGETS GO DOWN THE DRAIN



MENTIONS ARE HARD TO TRACK



NO IDEAS WHAT MEDIA/BLOGS TARGET FOR PROMOTION



COMPETITORS GET AHEAD OF YOU



ORGANIC SEARCH BRINGS IN TOO LITTLE TRAFFIC



RANKS GROW VERY SLOWLY OR DON'T GROW AT ALL



NO IDEA HOW TO FIX IT

What will you learn from this guide

In this guide, you will learn how various marketing channels help businesses gain sustainable traffic and how they work in connection with each other.

We will also show you what SEMrush tools can help you streamline the process of working with those channels and eventually get traffic and leads.

Marketing Channels and its Effect on Traffic over Time

We at SEMrush are aware that the most precious currency for a small-biz marketer is time. And we are sure there are no “bad” marketing channels; some are just used at the wrong time or in the wrong way.

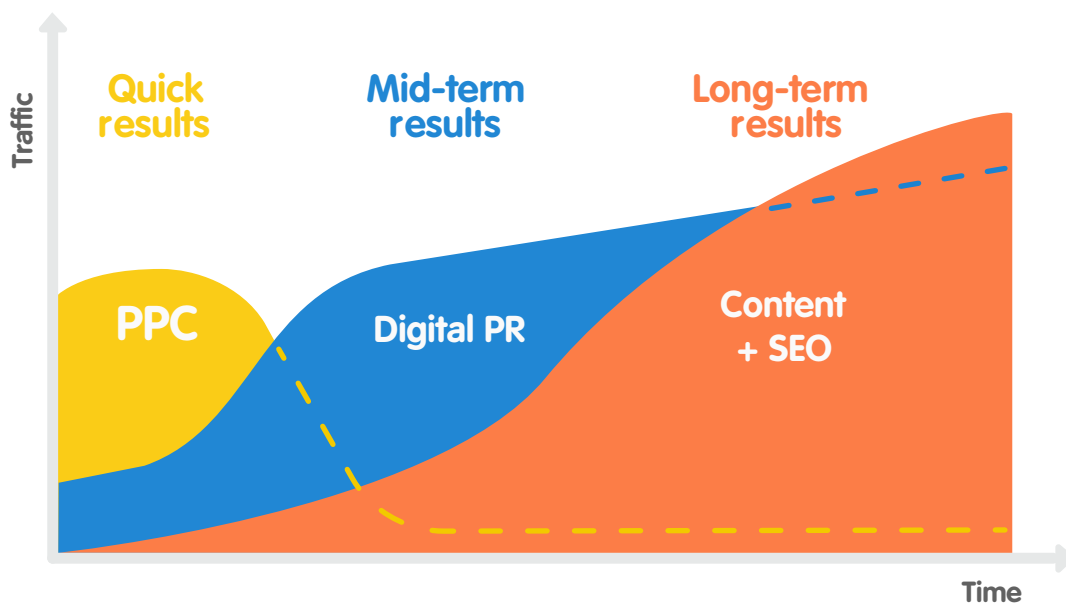
Juggling them all can be tough, and this is what SEMrush was invented for: to help you make smart decisions by providing valuable data and removing the guesswork from your marketing routine. We want you to save time and valuable resources by approaching each of the main marketing channels the right way.

If we look at 4 of the popular marketing channels in terms of time/outcome ratio, it could look like this:

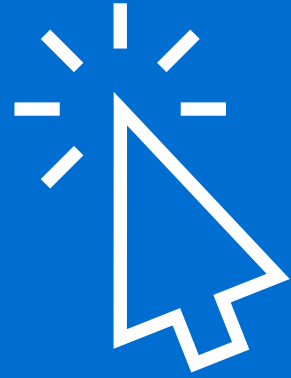
For a business to survive, they need to get leads and make sales and save as much time as possible while doing so.

It sounds simple, but SEO takes time and being found in organic search isn't always something new site owners can wait on. So, for immediate traffic, most turn to pay-per-click (PPC). However, getting traffic is not synonymous with getting leads.

In this guide, we'll start by explaining how to organize a successful PPC campaign, then will show how to find PR channels to work with and then will show you a few easy tricks on how to tame SEO and make the best out of the content that you already have on your website.



NOTE: All the companies mentioned in this document as examples were chosen randomly. Please note, that there is no commercial purpose.



Chapter 1

HOW TO DO PPC

With an incredibly wide range of targeting options provided by AdWords, it is easy to pick the wrong strategy and end up watching your budget go down the drain. However, if you think all the things through first, it can be avoided.

Let's discover some tricks that will help you plan a well-thought-out PPC campaign with the help of SEMrush tools.

Start With the Right Keywords



TOOLS TO USE: [Keyword Magic Tool](#) & the [PPC Keyword Tool](#)

Once you have decided how much you are ready to spend on PPC, it is time to dive into the keyword research process. If your campaign budget is limited, you may want to set the maximum cost per click (CPC) that you are willing to pay. It is also a good idea to start with the "bottom of the funnel" keywords, in order to target users with high conversion intent.

Picking relevant high-volume keywords with low CPC may seem cumbersome, but with the help of the right tools, it is

very doable. We have some examples of how to use the tools to find the right keywords.

Let's say you are promoting an online store that sells organic food; we will use this example term as a seed keyword for the research. To increase your chances of reaching the users who are likely to make a purchase, you could also use words like "buy", "cheap", "delivery", "near me" etc., in the broad match section.

Keyword Magic Tool: [Organic food](#) beta

The screenshot shows the Keyword Magic Tool interface for the seed keyword "organic food".

- Annotation 1:** Points to the "+ New keyword" button in the top right corner.
- Annotation 2:** Points to the "Include keywords" section, specifically to the "Broad Match" dropdown and the "delivery" keyword.
- Annotation 3:** Points to the "Exclude keywords" section, specifically to the "Broad Match" dropdown and the "texas" keyword.

Volume	Keyword Difficulty	CPC	Competition	SERP Features
22,200	89%	\$2.53	0.37	

Match types: All | Questions | **Broad Match** | Phrase Match | Exact Match | [Advanced filters](#)

Include keywords: Broad Match | delivery

Exclude keywords: Broad Match | texas



QUICK TIP: Don't overlook the "Exclude keywords" option - it is extremely helpful to filter out irrelevant keywords (for example, cities or countries you don't deliver to).

You have probably hundreds of possible queries, so now let's define which of these are worth bidding on. If the keyword has decent search volume (1), reasonable CPC (2) and low competitive density (3), it is definitely a good candidate for your keyword list:

All keywords
Total volume **4,030** | Average difficulty **30.39%** [Export to:](#)

<input type="checkbox"/>	Keyword	Volume	KD%	CPC	Com.
<input type="checkbox"/>	foods you should buy organic	880	86.33	1	0.11
<input type="checkbox"/>	foods you don't need to buy organic	170	-	0	0.06
<input type="checkbox"/>	must buy organic foods list	90	86.68	1.41	0.22
<input type="checkbox"/>	which foods to buy organic	90	88.61	0.71	0.19

1 2 3

Try experimenting with different search terms until you feel you have gathered enough of them. Once you have a collection of terms, you can send them all to the PPC Keyword Tool.

All keywords
Total volume **4,030** | Average difficulty **30.39%** [Export to XLSX](#) [Add to Keyword Analyzer](#)

<input type="checkbox"/>	Keyword	Volume	KD%	CPC	Com.	SERP Features	
<input checked="" type="checkbox"/>	foods you should buy organic	880	86.33	1	0.11	1	2
<input checked="" type="checkbox"/>	foods you don't need to buy organic	170	-	0	0.06	-	

1

Go to Keyword Analyzer

[Export to XLSX](#) [Update metrics](#) [Delete](#) [Send to other tools](#)

KD	CPC (USD)	Com.	SERP F.	Click Potential
Needs updating	1	0.11	Needs updating	Needs updating
Needs updating	0	0.06	Needs updating	Needs updating
Needs updating	1.41	0.22	Needs updating	Needs updating
Needs updating	0.72	0.19	Needs updating	Needs updating

3

SEND:
• All keywords (100)
• Only selected (0)

TO:
Position Tracking
PPC Keyword Tool



NOTE: the direct export from Keyword Magic to PPC Keyword tool is available only for paid SEMrush accounts.

The PPC Keyword tool will help you

- Organize keywords into groups and campaigns.
- Filter out duplicate keywords, empty groups, and unnecessary symbols, making your keyword list neat and tidy.
- Find and remove “cross-group negative” keywords that provoke competition among your own ads and make your CPC grow.

Once these things are done, you will have a keyword list that is cleaned up, organized properly, and contains only relevant keywords.

For more details on how to deal with PPC keyword tool and clean up your keyword list [read this guide](#).

Creating Ads That Work

The next step is working on ad creatives. There can be hundreds of other advertisers who compete for the keyword you are targeting, so your ad should be relevant and stand out from the crowd.

Besides the golden rule “use keywords in headlines”, there are lots of tricks that can increase your ad’s conversion. These are the techniques we figured out by [analyzing the PPC campaigns of Australia’s top online retailers](#).

Once you are finished with building your keyword list with the help of [PPC Keyword Tool](#), you can move on to creating ads without leaving SEMrush.

In the ‘Projects’ section, you will find the new [Ads Builder Tool](#). It will automatically import the campaigns and keyword groups you have created earlier and take you to the next step: creating ads for each group.



TOOLS TO USE: [Ads Builder](#)

AD COPYWRITING: 10 WINNING TECHNIQUES

FEND OFF THE COMPETITION

Name drop your competitors and present an offer that surpasses them

ENCOURAGE AND INSPIRE

Tell customers how you can help them become an even better version of themselves

KNOW HOW TO TALK TO YOUR AUDIENCE

Use language your audience uses, and if appropriate, be edgy and spice things up!

BE PERSONAL

Use emotional triggers and make the people who see your ads feel special

ANSWER QUESTIONS & DISPELL DOUBT

Give buyers reasons to move from a purchase consideration to a purchase decision

SELL SOLUTIONS NOT PRODUCTS

Tell customers how you are able to make things easy and fix their problems

BEAT YOUR RIVALS WITH SERVICE

Make your product irresistible with service that goes above and beyond

TELL YOUR VISITORS TO RETURN

Provide an incentive for visitors to want to come back often

CLAIM YOUR SUPREMACY

Know where you excel and use it to your advantage – go ahead and boast about it!

EMBRACE THE 4 U'S

Be sure to make your copy Urgent, Unique, Ultra-specific and Useful



SEMRUSH

New Ad

Clear Form

1

2

3

4

12

4

53

15 / 15

15

Final URL

Mobile URL

3

Campaign

Default campaign

Group

Select group...

Tracking

{lpurl}?utm_campaign=default_campaign&utm_

4

Preview

Order Organic Food - Never Pay Full Price Again

Ad

Always 25-50% Below Retail.

Save ad

Cancel

In the image above you see that Ads Builder Tool can do the following:

- Make sure you stay within the AdWords character limits (1)
- Add URL paths and a destination URL (2)
- Assign the new ad to a keyword group (3)
- Get an immediate ad preview (4)

The tool also provides you with ad examples of your competitors. Whenever you run out of inspiration, take a look at their ads to find relevant CTAs.

Ideas for your ads

Search ads by domain or seed keyword:

Order Organic Food - Never Pay Full Price Again

Ad thrivemarket.com

Always 25-50% Below Retail.

Keywords: 33

Organic, Healthy Food Online - Get 25%-50% Off Wholesome Products

Ad thrivemarket.com

Thrive Market Delivers. Join Today!

Keywords: 15

Thrive Market - Official Site - Shop The Best Organic Products

Ad thrivemarket.com

Save On Your Favorite Health Food Brands. Endorsed by Experts. Start Savi

Keywords: 14

Power Plant - Thrive Market - Shop The Best Organic Products

Ad thrivemarket.com/Power_Plant/12

Organic Favorites Delivered For Less. Wholesale Prices. Free Delivery. Shop Now!

Keywords: 13

Another time-saving feature you can take advantage of is the [dynamic keyword insertion](#). It is especially helpful when you have a wide range of products from pretty much the same niche. Imagine creating separate ads for some dozens of keywords like “organ-

ic banana”, “organic avocado”, “organic monstera deliciosa”, etc.

Instead, you can just add a variable to your ad, and AdWords will automatically replace it with the keyword you are targeting:

New Ad [Clear Form](#)

Headline 1	Order {KeyWord:Organic Food}	12
Headline 2	Never Pay Full Price Again	4
Description	Always 25-50% Below Retail.	53

As soon as you are done with composing ads, you can export them, together with the keywords, to AdWords-friendly Excel files.

Give Display Campaigns a Try

Campaigns in Google Display Network are considered more effective for branding purposes. So, if you aim to get leads and conversions, this channel will probably not be your ideal choice. However, it can be useful when you are struggling to narrow down your target audience just using search campaigns.

Display campaigns is the place where you can unleash your creativity and engage people with captivating visuals. With this in mind, the organic food niche is perfect for display campaigns.



TOOLS TO USE:
[Display Advertising Report](#)



QUICK TIP: An example would be if you are targeting small business owners. Whenever they need to find a logistics company, they would just search for “logistics company”; there’s no point for them to add “for small business” to the query. Audience targeting will be your helper in this case.

This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/semrush-ppc-tools-for-small-business/>