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# How to Assure Business Resilience Even in Times of Global Crises

Presented by Melanie Nichols,  
Online Strategy ROI (Return On Investment)

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# Welcome / Introduction



# My Goal

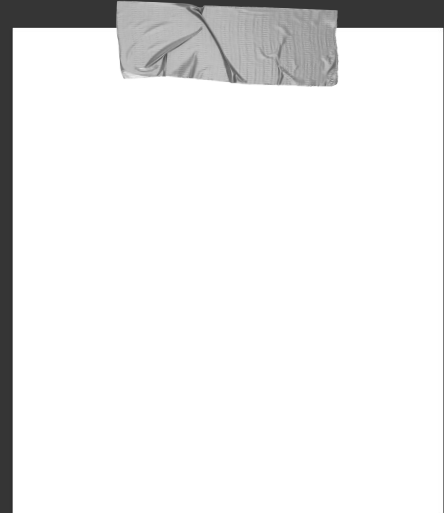
- Helping business who want more business stability and to crisis proof their business as much as possible...
- Sharing 3 Secrets and a Bonus Tip.
- Giveaway
  - ◆ 1 Free Sales Funnel
  - ◆ Free Assessment for All Businesses
  - ◆ Handouts

# Who Am I?

- 30 years in IT Industry working with PricewaterhouseCoopers, Transit Engineering, and Other Consulting Companies
- Last 8 years working online exclusively
- Deep dive into the online marketing

# How Does This Apply To You?

- I can help you get your online presence setup and optimized so your business can withstand a global crises
- If you are not already online, we can help you get that started and have it be optimized for online business building from the start



## What I'll Cover Today:

Secret #1: Marketing Hub

Instead Of Website

Secret #2: Google My Business

Secret #3: Social media really is required

Bonus Tip: Sales/Marketing Funnels





## **Secret #1: Marketing Hub Instead of Website**

Strategy for Making Your Website Your  
Online Marketing Hub

- Connect all the dots for Google so they can rank you better and you get the exposure you deserve
- Dominate the conversation on Google.
- Be as visible as possible on Google.



## Secret #2: Google My Business

- ➔ Benefits of Making the Most of GMB
  - ◆ Your business has an increased chance of showing up in Google's Local Pack
  - ◆ Your business has a chance of being featured inside the Local Finder
  - ◆ Your business will appear inside Google Maps
  - ◆ Your business will receive a slight organic search ranking boost



## Cabin Rentals | Talihina, OK

Sun, Aug 28

Mon, Aug 29

2



Black Rock Roost  
4.5 ★★★★★ (94)

Free Wi-Fi



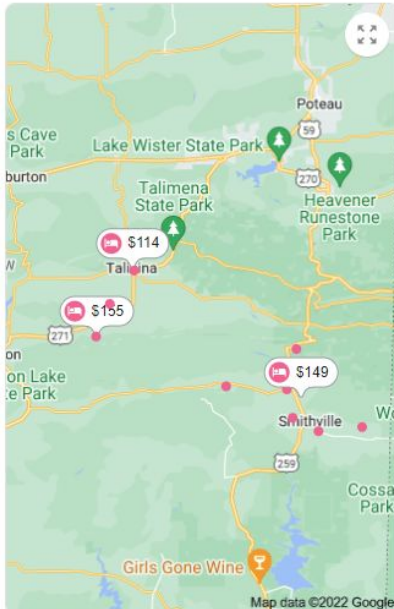
Mountain View Cabins  
5.0 ★★★★★ (16)



Peckerwood Knob Cabins  
4.8 ★★★★★ (39)



Ladd Cabin Rentals  
4.8 ★★★★★ (5)



# Search: Cabin Rentals Talihina, OK

Search bar: cabin rentals tula ok

### Cabin Rentals

Rating: [dropdown] Hours: [dropdown]

**Bears Glen Cabins**  
4.6 ★★★★★ (50) · Cabin rental agency  
7+ years in business · Cleveland, OK · (918) 85...  
Open now  
"Cabins are really nice"

Website Directions

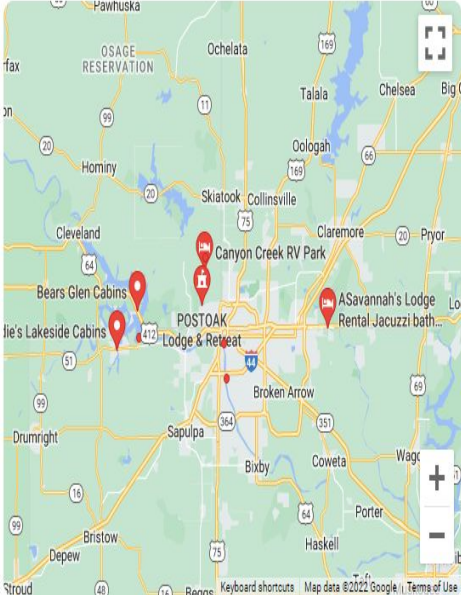
**ASavannah's Lodge Rental Jacuzzi ...**  
4.5 ★★★★★ (11) · Camping cabin  
Catoosa, OK · (918) 694-5665

Website Directions

**Canyon Creek RV Park**  
4.4 ★★★★★ (157) · Cabin rental agency  
6618 N 52nd W Ave · (918) 729-2333  
"Very nice RV park...also has several beautiful little cabins."

Website Directions

More places →



# Search: Cabin Rentals Tulsa, OK



## Secret #3: SOCIAL MEDIA really is required

- Stats
  - Facebook has over 2 billion active users daily
  - YouTube has almost 2 billion active users
  - Instagram has 1 billion active users
  - Twitter has approximately 330 million active users
  - LinkedIn has 303 million active users
  - Pinterest has 250 million active users



## Bonus Tip: Sales/Marketing Funnels

- ➔ Ultimately a good sales funnel will:
  - ◆ Engage and build trust with new leads
  - ◆ Saves time and energy from having to sell one on one
  - ◆ Helps you get paid for building an email list
  - ◆ Helps you make money on autopilot
  - ◆ Helps you sell more of whatever you already have

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# Free Handouts

Handouts for the Talihina  
Chamber of Commerce

**[Google My Business Setup  
Checklist](#)**

**[Guide To Grow Your Business  
Using Social Media](#)**