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*"Business Growth Solutions"*

## THE REVENUE ACCELERATOR

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### *From the Editor*

Welcome to the 27th issue of The Revenue Accelerator™. [Market Development Group](#)(MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue is Kevin Dean, President of [WSI Net Advantage](#) and business leader with over 20 years of progressive experience in diverse industries such as consumer goods, manufacturing, cleantech and construction.

**Eric W. Wiedenmann**  
**President**  
[Market Development Group, Inc.](#)  
**(925) 648-0680**  
[ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net)

# Set Yourself Up for Success in 2013

By: Eric Wiedenmann

One of the best phrases that stuck with me during the past 30 years was from Bob Smith, Vice President/General Manager at Avery Denison who constantly said **“set yourself up for success.”** I feel that this philosophy was one of the main reasons why his division was a top performing division of a Fortune 500 company.

Everyone should have their **“Success List”** written and hard wired into their subconscious. Based on my personal research, here is what high performing companies have on their **“Success List.”**

- Make sure that you understand what your customers really need.
- Know what our customers really think about you.
- Know the answer to the question "Is our value proposition aligned with our customers' needs?"
- Have the right people in place to do the right things right (this is defined as effectiveness.)
- Have a consistent well-defined business development plan (roadmap to success) that includes at least four or five strategies.
- Have answers to the following questions:
  1. Why should companies buy from us?
  2. What sets us apart from the competition?
  3. Why should I meet with you to talk about our value proposition?
- "Fire" your unproductive customers. They are sucking up your scarce resources and are holding you back from reaching your next level of success.

*My question to you is what are you doing to set yourself up for success in 2013?* I'd welcome your responses by e-mail at [ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net) or a phone call at 925-648-0680.

**Have a happy and successful 2013!!!**



## 5 Ways to Maximize Local Search Marketing

By: Kevin Dean

Approximately **40%** of searches performed on the web are for local services or product suppliers. In response, search engines add value by interpreting searches by providing local results even if the search key phrase does not include a location.

Google notes that mobile search engines provide even more refined results as **50%** of searches performed on smartphones are for local services. Therefore, businesses need to be aware of these trends in order to

maximize their visibility on the web. Here are five ways to maximize your business' visibility on the Internet.

1. **Claim and enhance your Google + listing.** Google + results frequently consume many of the top 10 spots for local searches. The content includes address, phone number, service categories, and specific details like website and even reviews. The most important thing about any directory or site posts is that the address and phone information must be consistent *every time*. Shortcuts like "Road" versus "Rd." will confuse the databases possibly creating multiple listings. This will not increase your listings and could impact your optimization.
2. **Add social content to your Google+ listing.** Do you currently post to Facebook? Copy the same posts to Google+ to add even more value and information about your company. Google does not look at this as redundant content, they just want more people using Google+.
3. **Be sure to add all your locations to your website.** Does your business provide service in more cities or towns than where you are located? Search engines cannot guess where you work, so tell them. It can only expand your local search results.
4. **Look for local directories in your area.** Many cities have dedicated business or news sites with directories. Perform a search for your service (not your company name) and see what directories are provided in the results. Many offer free listings, our maybe try ads or enhanced listings to see the results.
5. **Clearly identify the exact services you provide on your website.** Like with localization, the search engines cannot guess on the services or products you offer. I strongly encourage businesses to build out more pages focused on each service, and include the localization I mentioned before. If you perform, say, 10 unique services and just provide a list of them on a single page none really stand out as a "keyword" or as the specific page's topic. 10 pages about one topic each is far more focused and valuable to search engines.

**BONUS.** Consider trying display ads on the web. There are several ad distributors, including Google AdWords, who participate in posting display ads online. These are the colorful banners and boxes you can see on the top and sides of websites you might visit regularly. These distribution platforms manage your ads to show in local, regional or nationally geographically targeted areas. Consider just showing them where you want to grow your business. Display campaigns may be priced on cost per click (CPC) or cost per impression (CPM) basis. Studies show that the use of display ads can impact searches for advertised brands, services and company names.

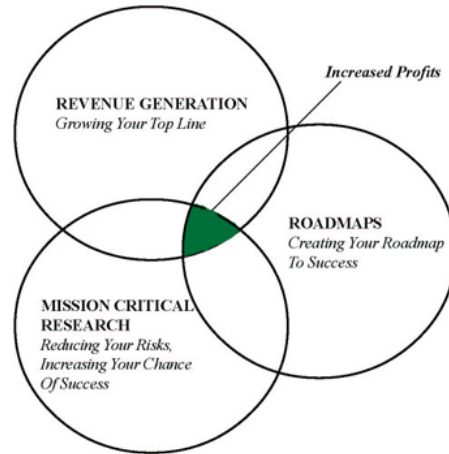
As search engines seek ways to improve their search results for their users, more opportunities will be created for the savvy business marketer. It is good to be sure you take advantage of the most important ones and test others for effectiveness.

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**Kevin Dean – President, WSI Net Advantage**  
*Internet Marketing Strategies and Implementation*  
[www.WSINetAdvantage.com](http://www.WSINetAdvantage.com)  
Phone: (510) 687-9737  
[kevin@WSINetAdvantage.com](mailto:kevin@WSINetAdvantage.com)



# This Is How MDG Helps Clients Increase Sales Efficiently and Cost Effectively



## Revenue Generation:

- Increasing Closure Rate
- Finding Untapped Markets
- Time/Territory Management
- Developing New Channels
- Business Development



## Research:

- Helping Companies Make the Right Mission Critical Decisions
- Customized Market Research
- Competitive Intelligence
- Opportunity Identification
- Customer Surveys
- Finding Acquisition Candidates



## Roadmaps:

- Strategic Marketing Plans
- Rapid Response High Impact Sales Plans

Contact **[Eric Wiedenmann](#)** to learn how **MDG** can help increase your company's sales and profit goals quickly and cost-effectively.

Phone: (925) 648-0680

Email: **[ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net)**