



Your fix on the latest in business growth, marketing trends and opportunities for entrepreneurs.

This month: With a focus on online promotion this month, we share vital information to assist in getting you the best possible results online.

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Directory Listings: Essential Advice Before Listing Your Business

Listing your business in online directories is one of several tactics used to boost a businesses' impressions (the times they are seen) in search results. This approach is cost effective – and it works well. However - a word of caution: by listing your business on a third party database may mean you have little control over the way your business is presented.

How does this happen?

Online directories are in themselves a business. They exist to deliver a service to the public, and in the process make money through advertising revenue. They can't expect to charge premium advertising rates unless they have an up to date product that attracts a healthy dose of visitors. To achieve that, the business directory websites will upload your business details on your behalf – without permission or care for the way they are presented. Herein lies the issue.

Normally, to update your business details in an online directory you'd need to set up an account which requires you to validate your email and wait patiently while the listing goes through moderation. However, if you've not created an account, you can't log in and make changes to your business listing. I found two directory websites yesterday (sitefinder.co.nz and 2CU.co.nz) that had a clients business details listed with several obvious typing and grammar mistakes – and we had no easy way of correcting it.

Where does that leave you?

You are then left to contact the website direct and ask them to either remove or update the listing manually. As they are in the business of selling advertising, they don't tend to give priority to tweaking existing listings to satisfy the demands of non-paying clients.

Our advice? Ask them to remove the listing, and if you still feel listing on their website will help your rankings, then add it yourself and keep the login details in a safe place.

The Bottom Line

Be choosy about which directories you list on. Most fizzle out over time and are probably more hassle than they are worth. Some stay around for the long haul and will do a fine job of getting your business and your website on the first two pages of search engine search results.

Not sure which directories are right for your business? We have an extensive database of business directory websites for you to choose from. [Call us](#) to find out more.

Something else you might like:

Learn the strategies to ensure you get found, boost your rankings, and give a professional impression to your prospects in the online environment. [Read more...](#)

A Unique Twist on Testimonials

Just how do your testimonials come across to your audience? Are they believable – or are they so sweet and gushy that they lose their purpose? Consumers have become widely sceptical about the sincerity of client testimonials, collected and published on websites as a way of increasing credibility of the business concerned. There are some things you can do to ensure your own testimonials hit the mark when it comes to building trust.

Use the comments of your clients as a way of demonstrating how others have engaged with your business. Turn it into a case study which tells a story about where the client was before they met you, how they chose to engage with you, and the results they've experienced as a result. Then, pop in a paragraph or two from the client themselves, in their own words, sharing how your business has impacted them for the better.

Always include their name, position and company and always keep your testimonials current – i.e. written within the previous 18-month period.

View some examples of Testimonial Case Studies [here](#) and [here](#).

[Talk to us for free advice](#) on managing your own testimonial process, including how to ask for testimonials from your clients, and how to collect quality responses that are sincere and rich in information.

Things That Caught Our Eye This Month...

How To Get the Most From a Small Business Social Media Presence: (mashable.com)

In order for businesses to succeed in the social media space, they need to be properly educated on what works and what doesn't. More importantly, business owners need to have realistic goals about what they'll get out of social media. [Read more.](#)

Using Online Social Media (business.govt.nz)

Social media has altered the power balance when it comes to business communication. Businesses are no longer in control of the timing and content of information sent out because customers are able to communicate among themselves. [Read more.](#)

Getting the Most Out of Social Media: (business.govt.nz)

To use social media effectively, you should sit down with your staff and draw up a social media strategy. You'll need to decide how social media can be used to the best effect for your type of business, and the most efficient way to achieve this. You'll need to set objectives and measure whether the time and effort spent on social media is worth it. [Read more.](#)

Don't have internet access? Call us today to request a hard copy of the articles we've referenced in this issue - 0508 538 747.

Have some thoughts you'd like to share? We welcome all comments relating to marketing or this email newsletter. Please don't hesitate to [email us your feedback](#) or requests for the next issue - we'd love to hear from you. Want to share Growth Spurts with a friend? Simply send this email on to colleagues so they can enjoy - or, to add a friend to our email list, simply [email us their details](#).

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