Staying Ahead of the Curve: Today’s Online Marketing Trends and Best Practices to Grow Your Business
What You’ll Learn Today:

- Market trends & conditions
- Online marketing basics
- Marketing yourself online
- Marketing your listings online
- Key Takeaways
About Us:

- Luba Kagan, Strategic Partners Manager & Business Development, BizBuySell and BizQuest
  - 15+ years buying, growing, marketing and operating small/medium size companies. Luba holds an MBA in Finance from the Wharton School of Business, UPenn and a Bachelor of Science from Columbia University

- Doug Whitmire, Director of Sales & Customer Success, BizBuySell and BizQuest at CoStar Group
  - 20+ years of experience in leading Sales and Customer Service teams in B2B marketing, with over 10 years in online directory and advertising platforms
About the BizBuySell Network:

Connecting business owners, buyers and brokers in the largest and most active business-for-sale marketplaces:

- 50,000+ businesses for sale
- 2,000,000+ monthly site visits
- 150+ partner websites: WSJ, NYT, BizJournals, etc.
- Largest business broker directory (5,000+ broker/agent profiles)
- Leading franchise directory (300+ franchises for sale)
- 100,000+ sold business comps
- Parent company is CoStar Group, the leader in commercial real estate information and marketplaces (LoopNet, Apartments.com, Cityfeet, etc.)
Today’s Business for Sale Market

What’s happening?
2016 was a record year, with the highest number of closed small business transactions since 2007.

2016 surpassed 2015 by 8.6% and 2014’s by 4.6%

Q1 2017 surpassed Q1 2016 by 29%
Small Business’ Financials Remain Healthy:

- 2016 financials show an improving small business environment:
  - Median Revenue Grew +5.2% YoY
  - Median Cash Flow Grew +5.5% YoY

- Q1 2017 showed record high financials:
  - Median Revenue Grew +8.4% YoY
  - Median Cash Flow Grew +6.6% YoY
Asking Prices vs. Time On Market:

- Strong financials of sold businesses in Q1 2017 resulted in owners receiving higher prices for their businesses.
- Median sale price increased 8% YoY from $220,000 to $237,000.
- Median asking price remained flat at $250,000.
- This strong ratio indicates the market is becoming more balanced.
Businesses-for-Sale Inventory on the Rise:

- Total Businesses Listed for Sale: **+3.8% YoY**
- Growing median revenue and cash flow suggest a strong supply of healthy businesses on the market
- Restaurant Businesses listed for sale: **+29% YoY**
- Retail Businesses listed for sale: **+28% YoY**
Online Marketing Basics

What is happening today?
How do people consume information today?

- Smartphone usage has doubled in the past three years

* ComScore Data

- Total digital media usage is up 40% since 2013, with mobile – particularly smartphones – driving those gains.

- The smartphone contributed to expand on its role in digital even in the last two years

Mobile phones becoming a replacement for desktop

- The smartphone market has transitioned heavily to large screen models, which now outnumbers small screen devices by 4x

* ComScore Data

[Graph showing device ownership by smartphone screen size and tablet from September 2014 to December 2016.]

Where do people spend their time on mobile?

- Facebook and Google own the Top 8 mobile apps and 10 of the Top 20

* ComScore Data
Social Media leads all categories in engagement:

- Social media and video viewing are the two most popular online activities, together accounting for more than a third of all internet time.

* ComScore Data
The 35+ population uses Facebook heavily, but doesn’t spread its attention across other networks to the extent Millennials do.

* ComScore Data
The Basics:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- What is a SERP?
  - Search Engine Results Page (SERP) is the page that appears when someone types a search query into the search engine
- Where you rank on the page matters
- The higher you rank, the more traffic you receive

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Google Search Engine Results Page (SERP):

- **Paid Search Results (SEM | PPC)**
- **Organic Results (SEO)**
How does SEO work and what influences what you see?

- Over 200 ranking factors influence if and where sites will rank in SERPs:
  - Code
  - Content
  - Credibility
  - Connections

- Important for 2017: experience and engagement

- Personalization along with other factors also impact the results you see:
  - Location
  - Personal History
  - Device
  - Browser
  - Email calendar
Google Chrome captures the majority share of all page views

Source: ComScore Data
Google is King:

- Share of search queries handled by leading U.S. search engine providers

<table>
<thead>
<tr>
<th>Engine</th>
<th>Share</th>
</tr>
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<tbody>
<tr>
<td>Google Sites</td>
<td>63.3%</td>
</tr>
<tr>
<td>Microsoft Sites</td>
<td>22.6%</td>
</tr>
<tr>
<td>Yahoo Sites</td>
<td>11.6%</td>
</tr>
<tr>
<td>Ask Network</td>
<td>1.1%</td>
</tr>
<tr>
<td>AOL Inc.</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Source: Statista: Statistics Portal
Google is King: continue

- 3 Different Types of Google Search Results you need to understand first before you can improve your presence on the Google Search Engine:
  1. Paid Results
  2. Local Results
  3. Organic Results
Three different types of search results: example

Paid Results

Local Results

Organic Results
Where you rank on the page matters:

- The higher you rank, the more traffic you receive
- Desktop & Mobile Positions & Click Percentage*:
  - 1-5 positions: 64-65% of all clicks
  - 6-10 positions: 10-11% of all clicks
Will SEM get me more business?

- Search Engine Marketing:
  - When ranking is difficult consider paid search, but it can be very costly
  - BizBuySell spends a lot of $$$ each month and has expertise to drive traffic to your listings and your broker profile
BizBuySell Network Provides Unparalleled Exposure:

- More than 75% of online traffic is generated by BizBuySell Network compared to its Leading Competitors

Percentage of Online Traffic by Monthly Visits

- BizBuySell & BizQuest: 76.9%
- Businessesforsale.com (US): 6.9%
- BusinessBroker.net: 6.1%
- BizBen.com: 2.5%
- BusinessMart.com: 7.6%

Source: Compete.com
Marketing Yourself Online
Marking Yourself Online:

- Your own website
- Online Directories
- Creating a compelling online profile
- Drawing business buyers and sellers to you, the broker, versus your listings
- Getting new listings from business owners looking to sell
- Linking your IBBA and BizBuySell accounts
Your Company Website:

What to include:
- You & Your Team
- Expertise Areas
- Active & Sold Listings
- Blog, Article Content
- Contact Info/Form

What to consider:
- Mobile optimization
- Website analytics

Who to consider:
- Weebly | WIX | SquareSpace
Enable Listings to Appear on Your Own Website

Copy and paste code into the body of your website’s html
Online Directories: Claim your directory profiles

Top 5 Directories:

1. Google
2. Bing
3. Yahoo
4. Yelp
5. Yellow Pages
Prioritizing online directories to pursue:

- **Google My Business:**
  
  https://www.google.com/business/

  ✓ One of the greatest benefits of GMB is its listing of your business’s exact location on a mobile-friendly map

  ✓ You will be far more visible to the vast majority of users of both Android and iPhones searching for a local business

  ✓ GMB consistently shows up high in online searches

  ✓ Boosts your website’s SEO rankings to optimize traffic
Prioritizing online directories to pursue: cont.

- **Professional Associations:**
  - IBBA.org
  - Local Business Broker Association

- **Business Broker Directories:**
  - BizBuySell Broker Directory
  - Your Company Directory
Creating Impressive Profiles

Always Include

1. Professional Photo of Yourself
2. Catchy Tagline, Logo & Website URL
3. Well-Crafted Introduction & Background
4. Write In the First Person
5. Professional Groups and Affiliations

Why?

- Improved Credibility & Trust
- Makes You Stand Out
- Increases SEO
- More Leads
Creating Impressive Profiles

- Make a great first impression with prospective clients
- Give them a well-rounded idea what you can do for them
- Distinguish yourself from other brokers
Social Media: LinkedIn Professional Profile

- Complete your profile
- Build your online network
- Share important updates, industry news, and site content
Social Media: LinkedIn Company Page

- Establish a Company Presence
- Link Employee Profiles
  - Link your brokers/agents profiles to a credible company page
- Engage With Customers:
  - 75% of LinkedIn members use it to keep up on business news or research companies
Social Media: Facebook Company Page

**Page Branding**
- Descriptive Name
- Consistent Logo
- Engaging Cover Photo

**About**
- Link to Website
- Mission Statement
- Location

**Timeline**
- New Listings
- Milestones
- Blog Entries / Contributed Content
BrokerWorks Membership Levels

BrokerWorks Elite
10X Broker Directory Leads*

BrokerWorks Premium
2X Broker Directory Leads*

BrokerWorks Basic
1X Broker Directory Leads*

*Based on average leads for Elite and Premium membership. Actual lead total may vary by broker.
## BrokerWorks Membership Features

<table>
<thead>
<tr>
<th>Exposure to Buyers &amp; Sellers</th>
<th>Basic</th>
<th>Premium</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broker Directory Results Ranking</td>
<td>Basic</td>
<td>Higher</td>
<td>Featured</td>
</tr>
<tr>
<td>Broker Directory Exposure (# of counties)</td>
<td>1</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Listing Distribution Your Website &amp; Online Partners</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Network Exposure to 150+ Partner Sites</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Detailed Listing Metrics &amp; Tracking Tools</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Access to 120,000+ For-Sale and Sold Business Comps</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Monthly Showcase Plus Email Credit</td>
<td>✔</td>
<td></td>
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<tr>
<td>Added Broker Exposure on High Traffic Pages</td>
<td></td>
<td>Enhanced</td>
<td>Featured</td>
</tr>
<tr>
<td>Added Broker Exposure in Buyer &amp; Seller Newsletters</td>
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<td>Enhanced</td>
<td>Featured</td>
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Marketing Your Business Listings Online
## Developing Great Listings: Top 6 Features

<table>
<thead>
<tr>
<th>What You Should Do</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Maximize Geographic Location</td>
<td>Great Listing</td>
</tr>
<tr>
<td>2. Include Key Financials</td>
<td>Drive More Leads</td>
</tr>
<tr>
<td>3. Write Great Ad Titles &amp; Descriptions</td>
<td>Convert Leads To Buyers</td>
</tr>
<tr>
<td>4. Use Photos Whenever Possible</td>
<td></td>
</tr>
<tr>
<td>5. Upgrade When Appropriate</td>
<td></td>
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<tr>
<td>6. Indicate Seller Financing; Call Inquiries</td>
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Developing Great Listings: Additional Tips

Great Listing:
- **Write great titles:** be descriptive, use keywords people will use during search, and think about what would make someone click to learn more
- **Include photos:** use hi-res photos in landscape; consider thumbnail impact in search results. Listings with photos can get additional exposure (featured on partner sites, etc). Use stock images for confidentiality
- **Be informational and less sales pitch.** Avoid ALLCAPS. Use spell-check
- Give them a reason to reach out: Think of this as online dating. Too much information or not enough will result in few dates
- **Include key financials** (gross income, cash flow) for additional exposure in search results
- **Include second category:** Select the next best fit for additional exposure

Converting Leads to Buyers:
- **Timely response to inquiries:** BizBuySell gets many calls from frustrated, serious buyers about sellers/brokers who are slow to respond to inquiries
Your Listing’s Completeness Influences Buyer Response

+14% More Leads  
(30% of listings have seller fin.)

+34% More Leads  
(94% of listings have asking price)

+20% More Leads  
(76% of listings have gross income)

+33% More Leads  
(59% of listings have cash flow)

+100% More Leads  
(55% of listings have all three)
Help Buyers Find Your Listing:

- Maximizing geographic location helps buyers find your listing

- **20% More Leads** by including state, county and city

- 91% of listings include county
- 69% of listing include city
- 67% of listings include both
Developing Great Listings: Bad Example

Painting Tool Manufacturer w/ Patented Products
West Fort Lee, NJ (Bergen County) (Relocatable)

Miscellaneous Listing
No photo available

Business Description
Patented and Conventional Tools / Global Distribution
We manufacture patented and conventional paint applicators and accessories including rollers, brushes, pad painters, trays & telescopic poles.
Developing Great Listings: Good Example

Profitable Electrical Contractor Upscale LA Area
Los Angeles, CA (Los Angeles County)

Sellers Receiving Assistance

Contact the Seller

Full Name
Your Phone
Your Email
Your Zip

Contact Seller

Business Description
Very profitable, established and well-regarded Electrical Contractor serving the upscale area of West Los Angeles. This company primarily serves the high-end new residential construction market with some service and maintenance work also.

Operating for many years from a 2,500 square foot facility adjacent to major surface streets and freeways, the company has a veteran staff of over 40 employees. The current owner now wishes to retire. The company has good books and records and strong customer goodwill. A C-0 license is required.

Please note this is a confidential matter and no additional information will be provided until a Confidentiality Agreement and background information has been submitted. Please hit the reply button to contact Henry Weeks at henry@henryweeks.com to receive a confidentiality agreement and learn more about this opportunity to purchase a Profitable, Longstanding Electrical Contractor Business.

Detailed Information
Inventory: Included in asking price

Wall Street Journal Widget

Businesses For Sale
Search the directory

Pool Hall & Lounge

Teens

NYC Style 5000, Square Foot combination of entertainment and style. Professional billiards, grill, sports bar and lounge is centrally located on Long Island It is...

See More Details

Powered by BizBuySell
Linked accounts have your membership & certifications appear on all your listings and profile.
Listing Distribution Tools: Linking Your Accounts

✓ Get FREE exposure for your listings if you are a member of one of our partner organizations

✓ The Listing Distribution Tool allows you to instantly publish listings on other organizations’ website at no additional cost
Monitor listing performance: Marketplaces provide stats on how many impressions, clicks, and leads your ad receive. Monitor and adjust your ads to ensure maximum performance.

Consider listing upgrades and email blasts: for competitive markets, high value listings, listings that need to sell quickly. “Featured ads” appear higher in search results and generate more leads.

Consider your broker profile: As the listing agent, your listing will be linked to your broker profile. How are you representing yourself? It may affect whether buyers feel comfortable reaching out.
Marketplaces provide stats on how many impressions, clicks, and leads your ad receive. Monitor and adjust your ads to ensure maximum performance.
Monitoring Listing Performance

Ad Displays:

How many times your ad appears in the search results

- List in a 2nd category (free)
- Consider Showcase or Diamond
Monitoring Listing Performance

Clicked for Details:

How many times your ad was clicked on in search results

If ratio to Ad displays is <2%, consider:

- Listing title
- Thumbnail photo
- Listing upgrade
Monitoring Listing Performance

Emails/Phone:

Number of leads sent or number of times the “View Phone Number” link was clicked

If low, what about your listing is preventing action?

- Complete Financials
- Improve description
- Seller financing
Share Your Listing on Social Media

- Get added exposure by sharing your listing to your social networks
Get More Exposure with Listing Upgrades

Diamond Listing
10X More Leads

Showcase Listing
3X – 5X More Leads

Basic Listing
1X Leads
Key Takeaways

- Well-presented, complete broker profile online establishes more trust and gets more leads
- More buyers are searching via mobile devices than on desktops
- Business for sale transactions remain strong, with strong inventory of financially healthy businesses on the market
- Well-crafted, complete listings attract more buyers
- IBBA members receive more broker directory leads…if you link your accounts
Questions?

Email Us:

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Doug Whitmire: dwhitmire@bizbuysell.com