



FROZEN *FIRE*

HOW CAN MY ONLINE PRESENCE
GROW MY BUSINESS?

MODERN MARKETING

Who is Frozen Fire?

- Frozen Fire is a digital marketing and video production company located in downtown Dallas.
- We are here today to talk about several ways that you can improve your online presence in order to make your business more profitable.
- We will answer a few questions along the way:
 - Are people finding me online, and if so, how?
 - What can I do to better my chances of people finding me online and of my company making a good first impression online?

5 Step Approach

Get Found

Look Good

Engage

Nurture

Analyze



Keep chasing perfection.

- We believe in long term, steady growth for ourselves and our clients.
- As long as the trends are changing, we keep making improvements.

Step 1: Get Found

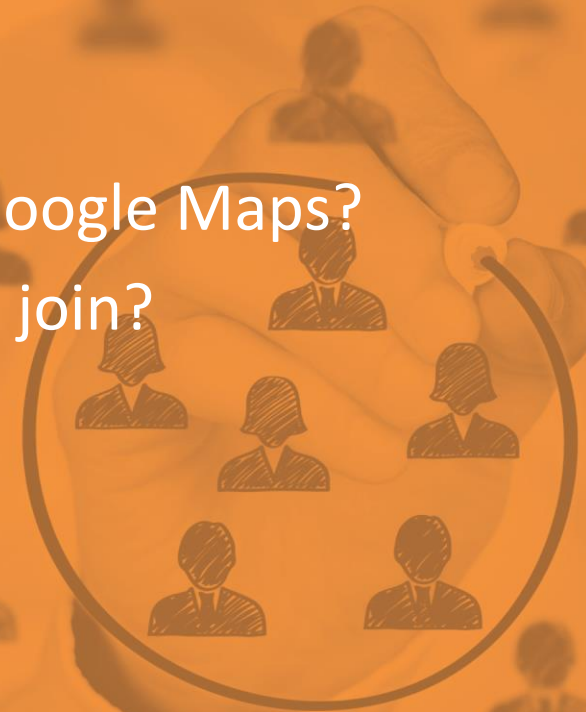
- You must have an up-to-date, fully functioning website.
 - Your website must be mobile friendly.
 - Your website must use SEO best practices.
 - Your website must communicate clearly who you are and what you offer, on the Homepage.

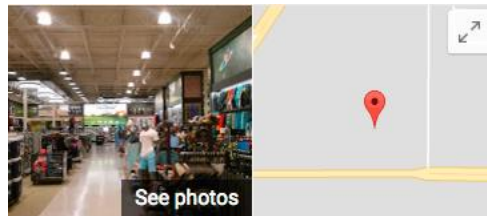
Mobile Friendly vs Non-Mobile Friendly



Step 1: Get Found

- Pay attention to your online listings.
 - Can people look you up through Google Maps?
 - What other online listings can you join?





DICK'S Sporting Goods ★

[Website](#)[Directions](#)

4.1 ★★★★★ 19 Google reviews

Sporting goods store in Prosper, Texas

Sporting goods chain with equipment, apparel & footwear for athletics, outdoor recreation & fitness.

Address: 700 Richland Blvd A, Prosper, TX 75078

Hours: Open today · 9AM–9:30PM ▾

Phone: (972) 346-5902

[Suggest an edit](#)

Popular times ?

Wednesdays ↕

Now: Usually not too busy

peak



Plan your visit: People typically spend 20 min to 1 hr here

Reviews

[Write a review](#)[Add a photo](#)

"Great selection with good **prices**."



"Amazing **deals** for their grand opening and **huggeeeee selection** on lures."



"Nice **location** and courteous staff."

[View all Google reviews](#)

Google Listing

Step 1: Get Found

- Consider using Google Adwords.
- Explore social media platforms.
 - Which platforms make sense for your business?
 - Look into placing advertisements.
 - Build your profile consistent with your website and branding.
 - Make sure someone is regularly posting to these and actively trying to build a following.

Google Ad

Cheap Landscaping Services - Fastest Service. Lowest Cost.

Ad www.selectlandscaping.com/ ▼

Landscaping Services at Best Prices in **Dallas** Ft Worth Area. Get My Free Quote.

Landscaping Companies - Compare Top-Rated Local Pros

Ad www.homeadvisor.com/ ▼

4.7 ★★★★★ rating for homeadvisor.com

Compare Top Rated **Landscaping** Pros. Enter Your Zip & Find Pros Fast!

Services: Decks, Porches, Gazebos, Play Equipment, Fences, Lawn Maintenance, Outdoor Walls

A+ Rating – Better Business Bureau

Landscape Contractors - Dallas - houzz.com

Ad www.houzz.com/LandscapeDesign ▼

Find the Best Local **Landscape Contractors**. See Portfolios & Reviews on Houzz.

Get Professional Tips · Specialized Services · View Portfolio Photos · Client Reviews Available

Services: Garden Design, Hardscaping, Site Planning, Swimming Pool Design, Custom Water Features, ...

Managing Your Remodel · Find General Contractors · Budgeting Your Remodel · Interior Designers

Facebook Ad



Formula Wellness Center

Sponsored · 🌐

Check out the Formula Wellness Fitness/Weight Loss Program! We combine medical evaluation with expert guidance and support for a unique fitness experience.



Dallas Weight Loss Program

Get Started Now

[Learn More](#)



Program for Guaranteed Weight Loss

Get Started Now

Step 2: Look Good

- Your website should be a direct reflection of what makes you proud about your business.
 - Your website should look, feel, and function like it was built in the last year.
 - Your website should have the most important information about your business and an easy way to contact you on the Homepage.
 - Your website should be free of grammatical errors.
 - Your website and all of your digital platforms should look consistent and follow your branding guidelines.
 - Focus on how you can minimize your bounce rates.

What Not to Do

Company: About State Of The Art

State Of The Art is a full service Web development company located in the city of Irvine, in Orange County, California. We are committed to educating and assisting small and medium businesses (SMB) identify Internet-based, website solutions to enable e-commerce and effective marketing of their business online.

We have over 15 years of experience working with web projects. We combine innovative design with efficient code structure, resulting in improved search engine results and increased accessibility and Web usability. Using the latest technologies, we specialize in creating clean, simple, fast and effective websites that conform to [W3C \(World Wide Web Consortium\) standards.](#)

[View our website portfolio](#)

Call us today to learn more - 949-370-0948

State Of The Art is owned and operated by [Eugor.com](#), a Web services innovation company. [Eugor.com](#) services range from graphic design, architectural graphics (CAD), custom web application development, database design and creation, Flash design and database integration, web marketing (SEO/SEM), to business process automation for small to medium-sized companies.

Step 3: Engage

- Think through how you can get users to stay on your site until they contact you.
 - Calls-to-action scattered throughout and easy to find
 - Multiple online forms (consider placing one on each page to track where most conversions are coming from)
 - Newsletter sign-ups
 - Interactive, simple navigation
 - Use of video
 - Chat window
- Engage through social media.
- Manage, manage, manage.

Calls-to-Action



ACCOUNTABILITY IN THE WORKPLACE HAS A CHAMPION: **GREG BUSTIN**

Successful companies thrive because of the unique mindset their leaders bring to accountability. Through his popular books, provocative speaking engagements, practical leadership development workshops on accountability and his proven strategic planning facilitation, **Greg Bustin empowers others with the insights, attitudes and tools they need** to create and sustain high performance in their organizations.

[LEARN MORE ABOUT GREG](#)[CALL GREG](#)[EMAIL GREG](#)

Contact Forms

CONTACT

Visit us, and experience a higher level of goods and service.

2500 Lakeside Parkway (Lakeside at FM 2499), Suite 100 • Flower Mound, TX, 75022
214.789.7847

REACH OUT

At The Market at Lakeside, we have a vision for better living. Every decision we make as a business and member of the community is shaped by our core values. To ensure that our business practices are working towards our goals, we have an active suggestion box for our customers to contact us with your thoughts, observations, suggestions, or just to say hello!

Send us an email at info@themarketatlakeside.com



Newsletter Sign-ups

info@keanelandscaping.com

Call Us: (972) 424-4851



Enter your email to sign up for promotions. •

Type the characters •

wy 2 k

SIGN ME UP!

Videos

WHAT **YOU** SHOULD EXPECT



CHECK OUT OUR REVIEWS

Chat Window

The screenshot shows a website with a red header containing 'ABOUT US' and 'LOCATIONS'. A large image of a woman's face is in the background. A blue chat window titled 'Care Chat' is open, featuring the 'Any Questro' logo. The chat window text reads: 'Request live chat support here', 'This service is currently intended for use by patients of the GREENVILLE AVE LOCATION ONLY, for general information. Other locations coming soon. For more information call your pharmacy.', and two buttons: 'Start chat' and 'Leave a message'. A vertical blue bar on the left side of the chat window says 'Powered by RiteCareChat'.

ABOUT US

LOCATIONS

**GH
HINGS
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LACE**

Care Pharmacy provides
venient and unique
ialty pharmacy services.
to Care we focus on

Care Chat

Any Questro

Request live chat support here

This service is currently intended for use by patients of the GREENVILLE AVE LOCATION ONLY, for general information. Other locations coming soon. For more information call your pharmacy.

Start chat **Leave a message**

Powered by RiteCareChat

Social Media



Frozen Fire

July 19 at 3:30pm · 🌐

We put together a brief history of the battle between Facebook, Instagram, and Snapchat: <http://ow.ly/OiHf30dzhif>



History of Snapchat & Future of Disappearing Photos | Frozen Fire

As Facebook and Instagram continue to copy off of Snapchat, Snapchat's growth has slowed down. Let's look back: A Brief History of Snapchat

FROZENFIRE.COM

👍 Like

💬 Comment

➦ Share



Step 4: Nurture

- Whether or not your lead turned into a customer, it is important that you nurture them.
 - Keep track of lost leads and reasons for losing them.
 - Stay in front of your contacts with reminders via email, direct mail, phone calls, visits, promotions, gifts, etc.
 - Track your nurturing efforts with lead-nurturing software.
 - For example, we use Pipedrive.
 - Ask your customers to review you online. This will help you Get Found, Look Good and Nurture.

Google Reviews

Frozen Fire

325 North St. Paul Street #2010, Dallas, TX

[Write a review](#)

5.0 ★★★★★ 35 reviews

Sort by: Most helpful ▾



Louis Adams

★★★★★ 3 months ago

I've known Brad and Mindi for years. Both are truly outstanding at understanding a project's scope and end use...and then bringing it to life. And Jordan, who sits in the editor's chair, is top notch. Beautiful delivery on a recent project ... [More](#)

👍 Helpful?

Response from the owner 2 months ago

We appreciate your kind words more than you know! Thanks Louis!



Jennifer Neff

★★★★★ 2 months ago

We needed a corporate profile video QUICKLY. And I mean yesterday! Mindi and the Frozen Fire team delivered an amazingly executed video well within our time restraints. Thank you so much to Frozen Fire!

👍 Helpful?

Response from the owner 2 months ago

Hi Jennifer! Thank you so much for taking the time to share your experience with our team and service. We are thrilled to know you are pleased with your new corporate video!



Haute Dog Pet Photography

★★★★★ 8 months ago

AH-MAZING! I approached Frozen Fire looking for a company that would best represent our brand and they knocked it out of the park. Mindi was a pleasure to work with setting everything up, and our videographer, Daniel, was the perfect fit. ... [More](#)

👍 Helpful?

Response from the owner 8 months ago

Step 5: Analyze

- It is important to know where your web traffic is headed and where viewers are coming from. Use Google Analytics to your advantage.
- This is how you can tell what you are doing right and what needs to be improved upon.
- Check the following regularly:
 - Website views
 - Website clicks
 - Online form submissions
- Ask your leads:
 - How did you find us?
 - What did you search?



Don't be overwhelmed!

- It does not take an expert to get clear, measurable results from your efforts.
- If you are not satisfied, adjust your strategy.



Is this going to work?

- Yes.
- Times are changing.
- Upcoming generations are online.
- Invest into the future of your business.



What should I look for in a marketing partner?

- Communication
- Pragmatic
- Accessibility
- Dependability
- Analytical



What questions should I ask potential marketing partners?

- What is their history and experience?
- What success stories do they have?
- What services and solutions do they offer?
- Are they customizable?
- Do they provide reporting on results?

F R O Z E N ***F I R E***

QUESTIONS?

Contact us at 214.745.3456

www.frozenfire.com