

Thinkcuriosity
Rethinking Security Operations

Marketing 101:
Secrets for
the **Modern**
Security
Company

Digital Marketing
Guide for Beginners



(888) 505-8722



Silvertracsoftware.com



Thinkcunity@Silvertracsoftware.com

presented by

Silvertrac

Digital Marketing Guide for Beginners

Digital marketing is here to stay. There is so much potential for creating and maintaining an online presence. This guide will give you a jump start into the 4 key areas of digital marketing and what you can do today, for nearly zero cost, to get started.

What's Included

Digital Marketing Guide for Beginners
Security Marketing 90 Day Checklist

Website

Websites are the control center of every company's digital presence. A large majority of your digital strategies will be focused on directing people to your website. Luckily in today's day and age, there are plenty of cheap and simple ways to get a website up and running. For an all-inclusive website template designed specifically for the private security industry, [click here](#).

4 Basic Elements Every Website Needs

About Us

Here is [another resource](#) for help writing about statements

Mission Statement:

If you don't have a mission statement, [this guide](#) can help you get started

Services/Resources

Contact Us

People need to be able to easily get in contact with you. Combined with email, direct contact is your website's best chance at generating a sale.

What to Include

- Basic contact info
- Address
- Phone number
- Email
- PO Number

Social Media Links

Linking to social media from your website keeps people in the funnel that might drop out by giving a chance to engage again later. It also helps to improve your visibility on Google and other search engines

Credibility

Client Reviews & Testimonials

Sponsors/Partners

List sponsors and partners you work with here to reinforce your authority in the industry

If you have higher profile clients that your audience will recognize, ask for their permission to feature them on your site

Industry Associations

Email Capture

(every page has this option + the pop-up)

Include a place for email sign-ups at least on home page

Email sign-up pop-ups increase the chance that a visitor to your website will opt-in to your email list

Cheap Tools to Get Your Website Up and Running Today

These free website builders are incredibly easy to use allowing you to get a basic website up in under one day. Although they are easy, consider using a freelance web designer from a service like. Both website builders offer domain name (URL) purchasing in their paid packages.

[Wix](#)
[Squarespace](#)

If you'd like to purchase your domain name separately, check out these resources:

[GoDaddy](#)
[Google Domains](#)

Get Inspired

Inspiration from Security Companies Doing Websites Right

[Titan Protective Services](#)
[JDS Security](#)
[Archer West Security](#)
[Red Oak Security](#)

[American Global Security](#)
[SMR Security Services](#)
[Protective Force International](#)

Search Engine Optimization

Google is the #1 place people start when looking for services online. The higher your website shows at the top of search pages - [especially searches with a local focus](#) - the more website traffic you will get, resulting in more sales.

4 Simple Steps to Better SEO

1) Have all of your business information ready.

Name, Address, & Phone Number (NAP)

Company logo

Business description

- more help on writing a business description [here](#).

Service Hours

Contact Information

Website Link

2) Claim & Update Your Business Listing

5 Quick Steps

“Claim” or create a listing with a business or personal email address.

Verify with your company phone number to “lock” it in your account.

Update Name, Address & Phone Number (NAP)

Add other Pertinent Info:

Company logo

Business description

Service hours

Website link

Contact info.

Select the most relevant Primary & Secondary Category.

“Security Guard Services”

“Security Services”

Add Unique Images & save all your login passwords.

Primary listings

[Google My Business - How to claim your GMB listing](#)

[Yelp for Business](#)

[Bing Places](#)

Secondary listings

More general listings

[Foursquare](#)

[Apple Maps](#)

[Yellow Pages](#)

[Hotfrog](#)

[Manta](#)

[Local.com](#)

To get better local visibility:

[Top 100 City Local Citation Sites](#)

[Moz Local Checker](#)

3. Delete & Correct Old or Incorrect Business Listings

Old and incorrect information about your business can make your visibility on the web suffer

[This article](#) tells you how to delete a GMB listing. Other business listing websites should have a process that is very similar to this one.

4. Update Information

Every six months or so, check back on your primary listings. Add new photos, update your description, and make sure all of your pertinent information is still up to date. This will help reinforce your visibility on the web.

Social Media

Prospects, customers and potential employees will be looking for you online and will likely visit your social media channels to get a better idea of who you “really” are.

Getting Started with Social Media

If you are new to social media personally or with your business, check out these training videos and articles.

Facebook

[How to Create a Facebook Page in 8 Easy Steps](#)
[Get Started with Facebook Pages](#)

Instagram

[How to Make an Instagram Business Account](#)
[A Beginner’s Guide to Instagram for Business](#)

LinkedIn

[Creating a LinkedIn Page](#)
[How to Use LinkedIn Effectively](#)

Visual Content

Instagram is a photo-centered social media platform and Facebook posts should have photos included in them as well. [Canva](#) is a free image creator that is easy to use. Here is a great [introduction video](#) to Canva.

Stock photos have great uses for social media posts, website images, emails, and more. Check out [Pexels](#) and [Unsplash](#) for high-quality, free stock images.

Stress-Free Social Media Management

Remembering to post to even one social media site can be hard, let alone two or three different ones. [Hootsuite](#) is a great tool for scheduling social media posts and taking the pressure off making posting a daily task.

Ready for More?

We always recommend doing what you can on social media for free or very cheap. But if you’re ready to take the next step, here are some resources for using social media to do paid advertising and more.

[A Simple Guide to Mastering the Basics of Effective Social Media Advertising](#)
[Hootsuite Academy](#)
[Facebook Ads Manager](#)

Email Marketing

Email marketing is one of the most efficient ways to gather contact information from interested consumers and makes it easy to stay in contact with them over time. Email marketing is a middle ground for people who haven't committed to your services yet. Use it to offer discounts, send company updates, and continue establishing your credibility.

Increasing Leads Through Email

Collecting emails is easy. Make a pop-up window like on our [template website](#) or collect them in person at trade shows and other industry events.

Use an email marketing service like [MailChimp](#) or [Constant Contact](#) to manage all of your new email sign-ups

Once you have your list ready to go, it's time to start sending emails. Check out [this article](#) on how to get started.

Extra Marketing Educational Resources

[HubSpot Marketing Blog](#)

Great to pair with the [HubSpot Sales Blog](#)

[Business Made Simply with Donald Miller](#)

[Marketo Blog](#)

[Marketing Insider Group](#)

[Content Marketing Institute](#)

[GrowthHackers](#)

[Digital Marketing Depot](#)

[Social Media Today](#)

[Ad Week](#)

[Moz Beginners Guide to SEO](#)

[Google Alerts](#)

“Marketing”

“Competitor Searches”

“Sales”

“Business Development”

“Physical Security”

Extra Resources from Silvertrac

[Silvertrac Website](#)

[Silvertrac Extra](#)

[Silvertrac Sales & Marketing Package](#)

[Silvertrac Facebook](#)

[Silvertrac LinkedIn](#)

[Silvertrac YouTube](#)

[Silvertrac Twitter](#)

[Silvertrac Demo on Demand](#)

Security Marketing 90 Day Checklist

While marketing trends and tactics change, some basic elements must be covered to consider your work successful at any stage. In your first 90 days of marketing your security services, you should have implemented the following:

Branding

Create a Company Logo

99 Designs, Fiver or UpWork

Compile Current Business Information

Name
Address
Phone Number
Company Logo
Website URL
Short Business Description (160 or fewer characters)
Long Business Description (160 or more characters)
Current Service Offerings
i.e. standing guards,
mobile patrols
executive protection
etc.
Service Hours
Geographic Regions Served
PO / Licensing Info.

Build Brand Guidelines for Future Marketing Projects

Website

Purchase Custom Website Domain

GoDaddy, Namesilo, Google Domains Wix/Squarespace

Publish the First Version of Your Live Website

Wix, Squarespace or Google Website Builder

Optimize Website

Google Analytics, Image Alt Text & Meta Descriptions

Create a Company Blog

Local SEO

Create & Claim Your First 3 Local Listings

Google My Business
Yelp Biz
Bing Places

Ask Current Customers for Reviews/ Testimonials on Google & Yelp

Publish New Reviews on Social Media

Social Media

Claim Your Brand on Primary Social Networks

Facebook, Instagram, Twitter & LinkedIn

Update All Primary Social Accounts with Company Branding

Create Your First Monthly Content Calendar

Schedule Content Calendar in Social Media Management Tool

Hootsuite or Hubspot

Email Marketing

Create Company Email Marketing Account

Constant Contact or MailChimp

Build a Branded Email Newsletter Template

Build First Segmented Contact List

Send the First Email Newsletter

Offline

Join 1 Local Networking Group

Join 1 Local Business Organization

Sponsor a Local Event

Create a Local Promotional Offer

Thinkcuriosity
Rethinking Security Operations

presented by

Silvertrac