



1

“If it’s free, it’s for me!” ... Rick Pegram

In this webinar, you’ll learn:

- How to create Customized Graphics to use on Google & Facebook for **free**
- How to get on Page #1 in Google My Business Profile (GMB) for **free**
- How to test your online visibility for **free**
- How to fully optimize your GMB for **free**
- How to use Custom Graphics for **free**
 - GMB Photos
 - GMB Products
 - GMB Posts
- How to create a Google Optimized Website for **free**
- How to easily get Google Reviews for **free**
- How to Laser-Target Qualified Prospects for less than a penny each



"Take a break and sharpen your axe" ... Eddie



2

Potential Clients fit into **one** of **two** major groups

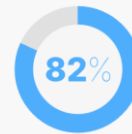
“Searchers”

“Qualified Prospects”



Why are Photos & Videos so important?

A recent study “found that businesses with more than 100 images on GMB get 520% more calls, 2,717% more direction requests and 1,065% more website clicks than the average business.”



82% of internet traffic will be video by 2022

3

I use a combination of software to create custom photos, posts, products & videos.

[Laughingbird](#) (\$27) for graphics

[Speechelo](#) (\$47) for text to speech voiceover

[Camtasia](#) (\$249.99) for video production

[VEED](#) (\$144 yearly) for voiceover subtitles

But if you want free stuff, I highly recommend <https://www.canva.com/>

There you can create your own custom photos for your GMB listing

You can also get free photos from these websites:

[Pixabay](#)

[Pexels](#)

[Unsplash](#)

[Here's how to create a custom photo / video](#)



Camtasia®



VEED.IO



Canva

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WHAT IS THE LOCAL 3-PACK?

The Local 3-Pack is the top three localized results in a Google search. It appears on desktop, mobile and in maps, although in maps you are shown more than three results.

Those top three positions are highly coveted. Many users don't select "more places" or scroll too far on mobile, so the higher your business listing can appear the better.

How does Google choose who ranks in the top Local 3-Pack?

I say that it comes down to the big four:

- Google My Business Listing
- Proximity
- Reviews
- Citations

The screenshot shows a Google search for "commercial auto insurance". The results are as follows:

Business Name	Rating	Category	Address	Phone	Hours	Services	Website	Directions
Roberts Insurance Group	5.0 ★★★★★ (32)	Insurance broker	Quantum Disaster Solutions, LLC, 64 Academy St	(678) 250-8133	Open 24 hours	Provides: Commercial Auto Insurance	Website	Directions
Gillman Insurance Problem Solvers	4.9 ★★★★★ (167)	Insurance agency	25+ years in business · Alpharetta, GA · In Milton park	(678) 297-7977	Closed · Opens 8:30AM Fri	Provides: Auto insurance	Website	Directions
Truck & Commercial Auto Insurance Agency S&CO	5.0 ★★★★★ (9)	Insurance agency	Atlanta, GA · In the Bank of America Plaza	(980) 475-8075	Closes soon · 6PM	"I had them commercial truck insurance with them for several years."	Website	Directions

A "View all" button is located at the bottom of the results.

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IS YOUR AGENCY "INVISIBLE" TO SEARCHERS?

[Let's test your online visibility
https://Google.com](https://Google.com)

commercial auto insurance



CLAIM & OPTIMIZE YOUR GMB TO GET
MORE ONLINE VISIBILITY FOR **FREE**

Everything you need to know at
<https://www.google.com/business/faq/>

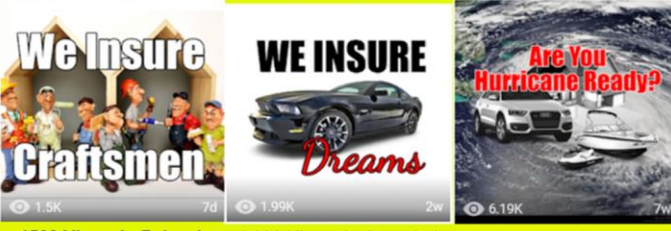


6

Your Google My Business profile (aka GMB) is your new home page.

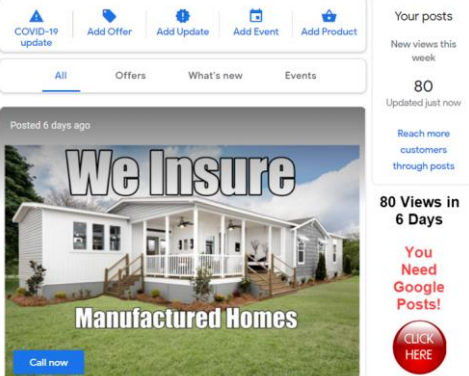
[Let's take a tour of a fully optimized Google My Business profile](#) with contact information and update weekly with Photos, Products, & Posts

10,000 Reasons to upload photos to your Google My Business listing



1500 Views in 7 days! 1,990 Views in 2 weeks! 6,190 Views in 7 weeks!

I'll manage your Google My Business, [Click Here](#)
upload weekly Photos & Posts for only \$49 per month



COVID-19 update Add Offer Add Update Add Event Add Product

All Offers What's new Events

Posted 6 days ago

We Insure

Manufactured Homes

Call now

Your posts

New views this week

80

Updated just now

Reach more customers through posts

80 Views in 6 Days

You Need Google Posts!

[CLICK HERE](#)

BUT NOW I'LL SHOW YOU HOW TO DO IT YOURSELF FOR FREE!

7

Here's how to use a custom photo in many places on your Google Profile.

Step #1: Open Your [Google My Business](#) Dashboard

Step #2: Choose from Dashboard Menu

Step #3: Upload the Custom Photo

Step #4: Update every 7 days



Now that was easy!

How to create a [Google Optimized Website](#) for Free



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Google Review Link Generator

How to easily get Google Reviews

- How to create a Google Review Direct Link
- <https://whitespark.ca/google-review-link-generator/>
- How to create a Custom Google Review Link
- <https://bitly.com/>
- How to convert the Review Link into a Quick Response (QR) Code
- <https://www.qrstuff.com/>

Put the links everywhere:

E-mail signature

Website

At your desk facing clients

whitespark

bitly

QR Stuff.com
Get your QR codes out there!

If done correctly and updated weekly, **GMB is Your New Home Page.**

There will be no need to go to your website

9

POCKET BILLBOARDS
Your Message at Their Fingertips

Reach 5,000
for less than a penny each

CLICK to see Samples



<https://www.facebook.com/We-Insure-102466788712347>

HOW TO LASER-TARGET QUALIFIED PROSPECTS

Step #1: What is the objective? (example, Insurance for Skilled Workers' Vehicles)

Step #2: What are the characteristics of the Ideal Qualified Prospect? (areas served by agency, Skilled Workers)

Step #3: Create photos or video demonstrating the insurance product. (Electricians, Landscapers, Carpenters, etc.)

Step #4: State the problem (need insurance for jobs)

Step #5: Offer the solution (design package based on their needs)

Step #6: Call to Action (CTA) (Contact agency info)



facebook®

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REMEMBER:

Free Promo Videos in English & Spanish every month in the FYI Express compliments of



Free Facebook Posts at

<https://www.fyiexpress.com/your-insurance-tips>

I hope you have enjoyed this quick overview of “Marketing on a Shoestring Budget”.

Do you have any questions or comments?

How about suggestions for future webinars?

Please send them to eddie@FYIExpress.com

“Happy Sales to You!”



“What You Don’t Know Can’t Help You!” ... Eddie K. Emmett, Editor / Publisher

**On-Demand
Training Series**