Your SEO Secret Announces DIY Videos for Message Marketing

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Your SEO Secret, a digital SEO and online reputation management agency located in King of Prussia, PA, would like to share the practice of message marketing with any local businesses struggling during these times. Message marketing is fairly simple to start doing and most people have been on the receiving end of some form of message marketing in the last few years. Your SEO Secret has announced that they have created a short How To video series for business owners interested in a DIY technique they can begin implementing right away to start generating more revenue.

Message marketing is a simple process where a business contacts their book of business, customer list or lead database with any news, updates, deals or discounts the business would like to share. During an unprecedented crisis like the current one, sharing news or updates with customers or leads can let them know if the business is still open, what the current hours are and what the business is doing differently during these times. Sharing deals or discounts with prospective leads or customers can encourage them to visit a business and purchase products or services they might not have without hearing from that business.

According to the company spokesman for Your SEO Secret, Will Kenderdine, ?Message marketing is a great

way for local businesses to speak directly to their potential clients or customers and give them a reason to engage or re-engage that business. A business can text, email, send postcards or even leave voicemails. Tell them you?re open, tell them what you?re doing to help the local community, or tell them the next promotion your business is offering; communicating with those that have visited your business or are likely to visit your business gets your company on their minds. Which then increases the likelihood they?ll think of your business the next time they need the service you offer.?

Although message marketing can be accomplished through different mediums like email, text and postcard, it?s important not to confuse it with other services that seem similar like email marketing. Email marketing generally refers to lead generation efforts conducted through email, meaning attracting new leads and customers through a targeted email campaign. Message marketing is fundamentally different because it is used to contact customers and previously discovered leads, rather than attempting to find new ones. This is important because the cost to acquire a new client for a business is usually quite high, relatively, whereas the cost of contacting previous customers and leads stored in a database or list is usually much lower.

Besides message marketing, which Your SEO Secret offers as one of their services, this digital SEO agency also offers a variety of other online reputation management and lead generation services for local businesses in any industry or location. To increase Google Maps ranking results and increase physical traffic to a business, Your SEO Secret offers online reputation management services to maximize positive reviews while minimizing negative reviews and Google My Business optimization to increase the efficiency of a business?s Google Maps property. To increase a company?s website search result rankings, Your SEO Secret offers on-site SEO recommendations, content-optimized blog writing and press release campaign services to increase the amount of visitors a company?s website gets through what is called organic search. Your SEO Secret also offers paid search options like Google, Facebook and Instagram advertisements.

Any business interested in learning how to begin their very own DIY message marketing campaign can visit https://yourseosecret.com/messagemarketing. Companies looking for help with any other localized digital marketing services can contact Your SEO Secret via their website, phone or email. Your SEO Secret is located in King of Prussia, PA and is open Monday through Thursday from 8:00 am to 8:00 pm, and Friday through Saturday from 8:00 am to 5:00 pm.

Readers interested in learning more about the benefits of press releases may want to view their previous press release.

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For more information about Your SEO Secret, contact the company here:Your SEO SecretWill Kenderdine610-255-7675solutions@yourseosecret.com698 Springdell Road, 2nd floor office, King of

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Your SEO Secret

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