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THE REVENUE ACCELERATOR™

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From the Editor



Eric Wiedenmann

Welcome to the 41st issue of The Revenue Accelerator™. [Market Development Group](#) (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue is **Kevin Dean**, President of [WSI Net Advantage](#).

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4 Reasons Why a Company Should Conduct a Customer Satisfaction Survey

By: Eric Wiedenmann

A well-executed customer satisfaction survey will help set your company up for success in 2019 and beyond.

Customer satisfaction surveys are tools that measure how products or services supplied by a company meet or surpass a customer's expectation.

Customer satisfaction surveys are important because they provide key management and business owners with a metric that they can use to manage and improve their businesses.

Reason 1: Leading indicator of customer repurchase intentions and loyalty

Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates.

Any customers that give you a rating of 8 and above, can be considered satisfied, and you can safely expect them to come back and make repeat purchases. Customers who give you a rating of 9 or 10 are your potential customer advocates who you can leverage to become evangelists for your company.

Scores of 6 and below are warning signs that a customer is unhappy and at risk of leaving. These customers need to be put on a customer watch list and followed up so you can determine why their satisfaction is low.

Reason 2: Point of differentiation

In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed in these competitive environments are the ones that make customer satisfaction a key element of their business strategy. A well-constructed survey will help a company determine what sets them apart from the competition.

Reason 3: Customer turnover can be reduced

Customer satisfaction is the metric you can use to reduce customer turnover. By measuring and tracking customer satisfaction you can put new processes in place to increase the overall quality of your customer service.

It often costs 500% more to acquire a new customer than it does to retain a current customer.

Reason 4: Increases customer lifetime value

An unhappy customer could tell 20 to 100 friends and colleagues about a negative experience with your company. It takes only a few unhappy customers to go viral which could result in a loss in brand equity and of your business.

Customers cost a lot of money to acquire. You and your marketing team spend thousands of dollars getting the attention of prospects, nurturing them into leads and closing them into sales.

Why is it that you spend little or no money on customer retention?

5 SEO Trends that will Dominate in 2019

By: Kevin Dean



Curious to know which trends will matter most in 2019?

It's safe to say that Google supports the best websites. The playing field is level, which means that your small business can compete with the big guys. An optimized website, a solid content marketing strategy and an active social media presence will help you reach your goals. It's also important to stay on top of the latest SEO trends so that you can predict how they will influence your campaigns.

Let's explore five SEO trends that are expected to have a big impact over the next year. 2019 – here we come!

1. Page Speed

Page speed affects everything, from bounce rates to user satisfaction. Google's top priority is delivering the best user experience, and a large part of this experience comes down to speed.

Desktop loading time has been a ranking factor for some time. In July, mobile page speed became a ranking factor as well. To ensure that your page meets Google's expectations, you'll need to know what metrics matter

Both desktop and mobile sites are ranked according to optimization and speed. Your speed score is generated from the Chrome User Experience report, which looks at how your site loads for each visitor. You can optimize your site by addressing the issues that prevent your pages from loading quickly.

The best ways to optimize your site, as recommended by Google, are:

- Avoid landing page redirects
- Improve server response times
- Utilize browser caching
- Optimize CSS delivery
- Enable compression
- Minify resources
- Prioritize visible content
- Remove render-blocking JavaScript

2. Mobile-first Indexing

Google now uses the mobile version of your page for indexing and ranking. The desktop version of your site still has an index, but once your site has migrated, Google will use your mobile version.

With this in mind, having a mobile-friendly website is more important than ever. Here are the best things you can do to get your site mobile ready.

- Make your website responsive
- Don't use Flash
- Use autocorrect on your forms
- Make buttons large enough
- Use large font sizes
- Compress images and CSS

3. Voice Search

Voice search is not a passing fad. With the rise of voice assistants like Siri and Alexa, people can ask almost any question and receive a response. To optimize your site for voice search, you'll need to create content that has natural, conversational sentences. Nothing fancy here – simply consider how your audience might ask a question and the ways you can respond.

Long tail keywords are also important for voice search because they help you rank for certain searches. Believe it or not, people tend to use long tail keywords when speaking into a voice assistant. On average, long tail keywords are around three to five words.

Another strategy that can boost your visibility for voice search is using "near me." If you perform a lot of searches with "near me" (i.e., "best pizza places near me"), then you're part of a growing movement. Because our internet devices already know where we are, we don't have to include our location when using voice search. Keep "near me" searches in mind, especially if you have a local business.

4. Amazon Search

Amazon is not a universal search engine, but more and more people are heading straight here to do their shopping. According to one study, [56% of shoppers visit Amazon first when they have a product in mind](#). 51% will check with Amazon after they've found a product, whether it's to read the reviews or compare prices

Knowing how powerful Amazon's role is in the online shopping experience, it's worth considering the platform for your own ecommerce business. To get started selling on Amazon, here are a few tips:

- Decide what you want to sell. More than 20 product categories are available
- Choose a selling plan from Amazon. Amazon offers two plans. One plan lets you sell an unlimited number of products for \$39.99 a month. The other plan has no membership fees but charges \$0.99 for each item sold.
- Register and start selling. Create an account on Seller Central and start selling your products.

For more detailed instructions on how to get set up on Amazon, visit services.amazon.com.

5. Artificial Intelligence

AI may sound like something for the future, but it's here and being utilized by brands big and small. It makes our lives easier by automating processes, personalizing the user experience and reducing human error.

There are a number of ways that brands are using AI. Let's look at a few examples.

- Digital advertising. AI can be used to create ads that are engaged, influential and segmented to the right audiences.
- Customer service. AI makes interactions more personalized, leading to increased customer satisfaction. Even when you can't be there, things like chat bots and personal shop assistants can be.
- SEO. Voice search relies on artificial intelligence. Question words like "what" and "where" trigger voice queries. To optimize your content, you'll need to use natural language.
- Social media. The biggest social platforms rely on AI to monitor trends and social patterns, categorize posts/tweets and improve news feeds. No wonder why your social media experience continues to grow more personalized!
- Web design. AI is even found in web design and development. It's used to build websites, improve UX, personalize content and more

Even though we don't know what the future holds, we do know that Google continues to prioritize the best websites based on speed, performance and credibility. Which trends do you think will be most important for your business in 2019?

Are you confident in your digital marketing strategy? Don't lose business to your competitors. Get your digital strategy up to par with WSI Net Advantage. Call us today for a consultation at or [fill out our contact form and let's talk!](#)

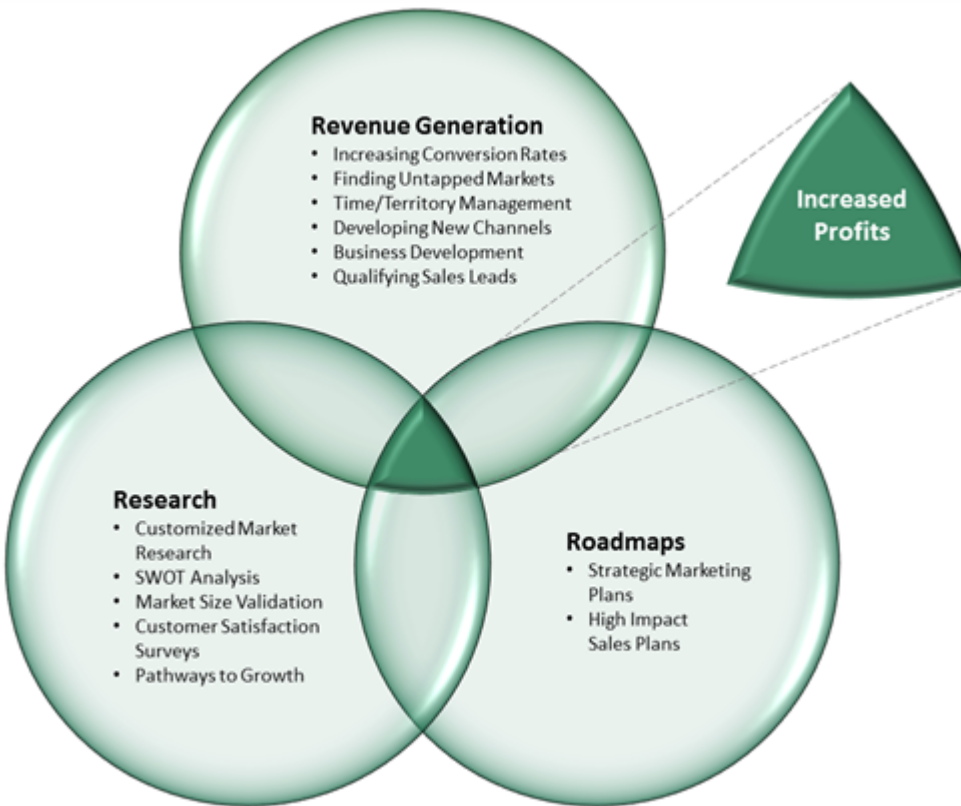
About Kevin

Kevin A. Dean is a Certified Internet Marketing Consultant and is President of [WSI Net Advantage](#) in Fremont CA. Since 2003, Kevin has been helping businesses generate more leads and grow with better use of their Internet marketing systems.

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This Is How MDG Helps Clients Increase Sales Efficiently

and Cost Effectively



Contact **Eric Wiedenmann** to learn how **MDG** can help increase your company's sales and profit goals quickly and cost-effectively.

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