

MARKETING

REPORT:

A NEW DISCOVERY FOR GETTING MORE BUYER-INTENT CUSTOMERS

8 minutes read



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Intro

A NEW DISCOVERY FOR GETTING MORE BUYER-INTENT CUSTOMERS

¹ Image credit: Pexels.com

This is from our brand intelligence firm known as BrandBrainBox. One of our top reasons for being in business is to help make complex web marketing issues easier through research and innovation.

Thus, we have discovered a new web content strategy to enable businesses to acquire more customers via Google search.

Why Google?

In case you don't know, brands value Google traffic so highly because it's a super-huge traffic of highly niche-interested people. So, whether the consideration is qualitative or quantitative, Google traffic gets at the top.

Also, Google has various platforms sharing data and algorithms in relation to each web content. A good example is the connection between Google Search and Maps in yielding your GMB (Google My Business) outcomes.

The Strategy

The strategy in question here is all about having unique content targeted at specific locations. That's because buyer search interest has been discovered to be increasingly localized.

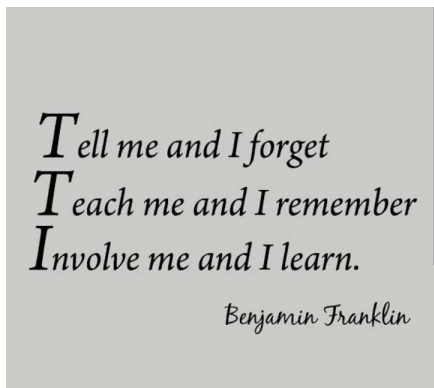
So, you've got to target keywords at specific locations. This way, you widen your target surface area and get people from those locations into your marketing funnel. You essentially use the content to prod the prospects to, at least, enlist with you at the moment.

For instance, if you have a roofing company that serves the Southern Florida area, you can have content targeted at specific cities and towns like Fort Lauderdale, Miami Beach, Key Largo, Pembroke Pines, West Palm Beach, and more.

That's just an example. In actual practice, it will ultimately boil down to what your keyword research gives you.

Then, here is the **hardest, trickiest**, but one of the most important parts: This strategy essentially involves creating series of unique content targeting the same brand at different related locations (based on keywords and mapping). Mind you that each piece of content should be unique (to the search engines) but they need to keep repeating the exact same set of info about the company for them to sound convincing to someone reading 3 to 4 of those different online accounts of the same brand.

I think the best way to explain this to you is by a contextualized example. As Benjamin Franklin is quoted to have said: "***Tell me and I forget. Teach me and I may remember. Involve me and I learn***".



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So, I prefer to explain it one-on-one with a company rep or team. I do this by co-writing an SEO copy customized for a website and the company that owns it. I do this in a lowly-priced seminar delivered with a combination of text and audio (and, maybe, video at times). We

² Image credit: Amazon.ca

work on the article together, targeting an area the company can cover based on the keyword research results.

If you want to attend one of the practical sessions, you can [register for it on WhatsApp here](#).

Who We Are

Ours is a little company but we love to solve great problems. As such, we have other unique solutions that can help your business and our world together. For example, [here's a simple idea](#) on how we can still prevent the economic recession being predicted for late 2023 by employing more hands rather than laying off workers.

Then, [here's a lecture we delivered](#) on the new Google Search ranking systems guideline. Feel free to expect more from us. And, we've got far more already.

That's by the way. Now, if you are interested in the topic under discussion, you can [hit us up using WhatsApp here](#).

Conclusion

All through, you are going to realise the truth that good things can sometimes come from Nazareth. No doubt, you will pay for the service if your company qualifies. But, there will hardly ever be a better investment than that for the success of your business in a few years to come.

We expect a huge demand for this. We will try to respond to everyone who [contacts us](#). But, if we are unable to get back to you due to a high demand, kindly understand with us. Thank you.