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Social Assurance Media  
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# ETHICALLY SPY ON YOUR COMPETITION TO SAVE THOUSANDS ON WASTED AD SPEND



By Brandon Dietrich, Principal @ Social Assurance Media

Learn the top 9 data points that today's most successful digital marketing campaigns leverage FROM THE BEGINNING to identify platforms, develop ad strategy and execute successful campaigns. Hint: It all begins with what your competition is currently doing.

Presuming that you already have a business throughout the tri state area it is reasonable to expect you have already done some due diligence in the form of competitive research prior to launching. Research around:

- Who your clients are and what they value.
- What other businesses currently function in your same space (similar product/service).
- What the going rate is for your proposed product or service.
- How much competition and noise is out there in your offering's space.

The overall goal of this research presumably being to understand if your business idea is viable and has a reasonable likelihood of success.

Now, here is where the disconnect sometimes happens and where we find the "competitive" edge for our clients and their marketing campaigns. What if I was to ask what competitive research you have done to inform your most recent digital marketing plan? Have you done the research on:

- Who is competing on the keywords you use and are paying for?
- How much website traffic are your competitors getting per month?

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- What do your competitors' Google ads look like?
- How much are they spending on their Google ads per month?
- What are your competitors' organic and paid keywords they are ranking for?
- What improvements have your competitors made to their ads over the last 12 months?
- What does their client acquisition funnel look like?
- What channels are responsible for the bulk of their website traffic?
- What ad verbiage and images are they using for their social media ads (not just public posts)?

Now, chances are as you are reading that list you are thinking, "Gee Brandon, yeah - I wish I knew some of these about my competitors" or "Yeah, that would be great BUT I can't find out where their website traffic is coming from or how much they are spending on ads".

This is the response we get from most businesses when we first engage. Understanding where your competition is advertising, what is working best for them, and ultimately what your customers and prospects are hearing is a complete game changer.

If your most difficult competitor has 90 percent of their website traffic coming from one ad being shown for two main search results in Google and they have been spending on average \$4500/month every month for the past year on this one ad, then either:

- a) They do not mind wasting \$50,000+ over the course of one year on the same ad that is not producing favorable results for them

OR

- b) The ad, keywords and ad spend they are using is working and you should leverage this information and consider creating something similar.

This is not about copying exactly what they are doing. This is not about stealing. It's simply understanding what is likely working for competition and using it to inform what you end up doing.

**Here are the top 7 data points to consider when doing your competitive research to inform your next digital marketing strategy:**

1. Sources of your competitors' website traffic (ex - social, email, search, direct, display..)
2. Messaging and time based offers being promoted
3. Monthly paid ads budget (monthly spend on Google Ads)
4. Search Results - Organic keyword ranking

(Continued on page 58)

## REGIONAL CHAMBER ROUNDUP

Please see pages 31-37 for the TriCounty Area Chamber of Commerce news and information section.

### PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660

• info@PVchamber.net • www.PVchamber.net

Welcome to the Perkiomen Valley Chamber of Commerce!



For 60 years the Chamber has been the recognized voice & advocate for the business community. Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees. We can help grow YOUR customer base in Collegeville, Trappe, Schwenksville, Upper Providence, Lower Frederick, Lower Providence, Perkiomen, Skippack, and Oaks.

For more information contact Executive Director, Renee Blomstrom, 610-489-6660, renee@PVchamber.net. Visit www.PVchamber.net to view membership directory.

**Don't miss Chamber events, member news, special offers and more...** Like us on Facebook @PerkValleyChamber and email info@PVchamber.net to receive weekly e-news!

### WELCOME NEW MEMBERS:

**Incollingo Tax & Bookkeeping, LLC**  
Gregory Incollingo  
incollingo.com

**CertaPro Painters King of Prussia**  
John Nichter  
king-of-prussia.certapro.com

**Cratin Computing Co, Inc**  
Art Dimitri  
cratin.com

**Wells Fargo Bank**  
Mike Germana  
wellsfargo.com/Collegeville

**Elmwood Park Zoo**  
Stan Huskey  
elmwoodparkzoo.org

Visit PVchamber.net to view membership directory

### UPCOMING EVENTS

#### September 5, 2019 - Annual Kick-Off Sales Event Mixer at Salter's

Visit the new showroom at Salter's Fireplace, Patio and Grill! PV Chamber members and guests are invited to a business card exchange in the stunning showroom. Network, enjoy culinary delights prepared on featured grills and preview Salter's Kick-Off Sales Event, which opens to the public on September 6th and 7th! Plus, raffle card drawings for fabulous prizes including a \$2,000 Gift Certificate to Salter's! RSVP 610-489-6660.

Salter's Fireplace, Patio and Grill, 3076 W. Ridge Pike, Eagleville. 4:00 - 6:00pm

#### September 19, 2019 - PV MEN Networking Happy Hour & Complimentary Spirits Tasting

Gentlemen...join Committee Chair, Kip Bilo and fellow members and guests at PV MEN Networking Night at DaVinci's Pub from 4:30pm - 6:30pm! Unwind, network, and share in good company! Cost: \$15 pre-registered, \$20 at-door covers cost of appetizers. Complimentary Spirits Tasting! Cash bar with Happy Hour Specials 'til 6:00pm. RSVP: 610-489-6660 or email info@pvchamber.net renee@PVchamber.net. Register online www.PVchamber.net

#### September 20, 2019 - Business Book Club

All welcome to participate in our Business Book Club! In September, we will review the book entitled "Our Iceberg is Melting" by John Kotter. Book Club discussions are held bi-monthly. The theme for our 2019 Book Club series centers around Dealing with Change, Change Management, Leadership vs. Management. Facilitator led discussion. For more details click on the link below! Note: To reserve a copy of the book (audio or print) contact The Towne Book Center at 610-454-0640.

Towne Book Center, 220 Plaza Drive, Ste B-3, Collegeville.

\$10/pp. All welcome to attend.

#### September 24, 2019 - Ladies Event - Wine Pairing Dinner

We are excited to announce a deliciously fabulous Wine Pairing Dinner hosted by The Landings of Collegeville! Ladies of the Chamber will experience a unique networking event featuring specially selected wines to compliment the flavorful dinner prepared by The Landings chef. Registration closes September 21st. Visit PV Chamber website for details www.PVchamber.net

#### September 25, 2018 - Business Owner Roundtable Luncheon

The PV Chamber welcomes business owners and key decision makers to participate in Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Our discussion this month will expand on July's topic of "Hiring and Recruitment Practices" as we focus the conversation on retention and employee satisfaction. Limited to 18 attendees, PVCC members-only. Cost: \$25.

Luncheon will be held at the NEW PVCC Training Center located at 521 W. Main Street, Suite 103, Trappe. Time: 11:45am - 1pm

#### October 10, 2019 - Annual Mixer at The Victory Bank

Welcome to the Victory Bank...custom built to be different! Then Annual Mixer is always a great networking event! Once again, Mr. Orlando will provide delicious food and Jeremy Fanucci will entertain us on the piano. Join the large crowd in the stunning offices at The Victory Bank...bring plenty of business cards and an extra one to enter the gift basket raffle! RSVP 610-489-6660.

The Victory Bank, 548 N. Lewis Road, Limerick 5:00-7:00pm. Members: FREE; Nonmembers \$10.

#### December 11, 2019 @ 5-7PM - Annual Holiday Mixer Join us in celebration and gratitude as PVCC Honors our Community Leaders!

Two-Hour reception includes delicious stationed and butlered hors d'oeuvres, open bar (house wines/domestic beers & soda) and Dessert. **Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase!** More details available online www.PVChamber.net or call the PV Chamber office at 610-489-6660 to donate a raffle prize (\$25+ value) or silent auction donation (value \$100+).

**Spring Ford Country Club**, 48 Country Club Road, Royersford

**December 10, 2019 @ 5:00 - 7:00PM Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for non-members Sponsorship Levels starting at \$250**



### FEATURED EVENT

## PV CHAMBER BUSINESS EXPO 2019

October 9

### 100 Exhibiting Businesses!



The PV Chamber Annual Fall Business Expo at Pfizer will be held on **Wednesday, October 9, 2019**. This 3-hour event is an opportunity to showcase YOUR business to fellow PV Chamber members and employees at Pfizer, Collegeville as well as network with PV Chamber member business representatives. **Register early... this event sells-out every year!**

Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public). Call the Chamber for details - 610-489-6660 or email renee@pvchamber.net.

Exhibitor table \$200 (\$35 additional cost for electric).

Online coupon magazine advertisement \$50 (business card size with offer) \$175 (full page).

Pfizer Business Expo Details & Registration: <https://perkiomenvalleychamber.org/event/pfizer-business-expo-2-2/>

or email info@PVchamber.net or contact the Chamber office at 610-489-6660



The 2019 Online Savings Book will be unveiled at our Annual Pfizer Business Expo on October 9th. The book can be viewed on [www.PVChamber.net](http://www.PVChamber.net) beginning October 9th. To reserve ad space, contact the Chamber office at 610-489-6660.

Visit the Chamber website for complete list of upcoming events including PV Chamber Business Club, PV MEN, Business Roundtables, Mixers, PV WIN & more! [www.PVchamber.net](http://www.PVchamber.net)

## ETHICALLY SPY ON YOUR COMPETITION TO SAVE THOUSANDS ON WASTED AD SPEND

(Continued from page 57)

5. Search Results - Paid keywords (including approximate cost per click)
6. Current ads being shown with past versions
7. Social posts & ads being promoted to your target customers

Well, it is not always easy to gather this data, that's for sure — but it is possible.

All of these datapoints give you an established starting point to structure your campaign off of. Guess and check, and the broad "let's see what happens" approach can leave you wasting time and cost you thousands in inefficient ad spend.

It is already nearing the end of Q3 2019. Don't let another year go by with just mediocre digital marketing.

If you are frustrated with your marketing, committed to the research or just struggling with finding the right data on your own, let's start a conversation.

*Social Assurance Media is a full-service digital marketing firm that helps convert shoppers to buyers. By offering comprehensive online digital marketing, Social Assurance Media helps clients understand their ideal customer, builds messaging & tools that resonate with them and attracts prospects eager to buy.*



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## REGIONAL CHAMBER ROUNDUP

Please see pages 31-37 for the TriCounty Area Chamber of Commerce news and information section.

### SPRING-FORD CHAMBER OF COMMERCE

*Building a Better Community Through Business*

• 313 Ridge Pike, 2nd Floor, Limerick, PA 19468 • 610.489.7200



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit [www.springfordchamber.com](http://www.springfordchamber.com) for Chamber Events, Press Releases, Online Newsletters and more!

#### Member Announcement



Please note the Spring-Ford Chamber is no longer located at 313 W. Ridge Pike, Limerick. Our new mailing address is P.O. Box 127, Royersford. Thank you

#### Spring-Ford Chamber Appreciation Event

Join the Spring-Ford Chamber as we celebrate our members on Thursday, September 26th from 6:00pm – 9:00pm at 38 Mitka Rd. Limerick. This evening will be filled with food, fun and friends – complete with a cornhole tournament, bocce ball, music, door prizes and a relaxed atmosphere. All Chamber members, their employees and their spouses are invited to attend.



Featuring Ole Smokey Whiskey & Moonshine Beverages!

A representative from Ole Smokey will discuss; How is it made and what amazing beverages can be enjoyed

Thursday, October 10, 2019  
Creekside Bar and Grill

6:00pm – 8:00pm  
Beverages and small food pairing included in price  
\$35.00 per person

### UPCOMING EVENTS

#### Thursday, September 12 – Chamber Luncheon

Cutillo's Restaurant  
11:30am – 1:00pm

\*Speaker Topic: Township and County  
Speakers: Dan Kerr, Limerick Township Manager  
And David Zellers, Montgomery County Dept. of Commerce

\$25 Members - \$35.00 Non-Members  
NEW MEMBER ORIENTATION TO FOLLOW  
THE SEPTEMBER LUNCHEON

#### Tuesday, September 17 – Chamber Mixer

TriCounty Federal Credit Union  
5:00pm – 7:00pm

Free for Members \$10.00 Non-Members

#### Thursday, September 19 – Shark Think Tank

Copperfield Inn at Lakeside  
11:30am – 1:00pm

\*Business Owner Members only

#### Thursday, September 26th – Chamber Member Appreciation Night

6:00pm – 9:00pm  
Free for Chamber Members Only

#### Thursday, October 10th – Mix and Mingle

Creekside Bar and Grill  
5:00pm – 7:30pm

Come learn how Old Smokey Distillery makes and distributes all of their fine beverages; Taste and enjoy food and mixed drinks demonstrated by the Old Smokey representatives.

\$35.00 – Members and Non-Members Welcome

#### Thursday, October 17th – Shark Think Tank

Copperfield Inn at Lakeside  
11:30am – 1:00pm

\*Business Owner Members only

#### Thursday, October 24 – Chamber Luncheon

Western Montgomery Career and Technology Center  
11:30am – 1:00pm

\*Speaker Topic: School Update  
Speakers include representatives from the Spring-Ford School District, Western Montgomery Career and Technology Center and the Pope John Paul II High School  
\$25 Members - \$35.00 Non-Members

RSVP for all events online at  
[www.springfordchamber.com](http://www.springfordchamber.com)

### Chamber Notes

- Thank you to everyone who attended and volunteered to help make the Limerick Community Day a grand success.
- The Holiday are upon us so mark your calendars for December 5th for the Chamber Happy Hour and December 18th for our Chamber High Tea.
- Members please remember to submit any of your upcoming fall events to be included on the Chamber newsletter email.
- The Spring-Ford Chamber will be joining with the Spring-Ford Area School District on a new endeavor. The "In Spring-Ford" magazine. The Chamber will be looking for members who would be interested in writing articles and business focused information. If you are interested please contact the chamber office.
- The Chamber offers advertising opportunities on our website, event postcard and our email blasts. If you are interested in any advertising opportunities, please contact the chamber office.
- If you are interested in hosting a mixer or workshop in 2019 please contact the chamber at 610-489-7200 or email at [info@springfordchamber.com](mailto:info@springfordchamber.com)

ROUTE 422

# Business Advisor

Promote your business in the Route 422 Business Advisor! Call (610) 323-6253