



Directories

<p>Directory Selection</p>	<p>Local Directory Best for local restaurants, retail stores, or a business that requires face to face work with your customer?</p> <p>Directory Examples: chambers, boards of trade, business improvement areas</p> <p>Product Directory Best for businesses within a niche market.</p> <p>Directory Examples: Google Apps, a directory dedicated to sporting equipment, a directory dedicated to businesses providing Asian products and services</p> <p>Trade Directory Best for businesses that collaborate within the industry and create strategic alliances.</p> <p>Directory Examples: Charity Village, Supply Chain & Logistics, other associations</p> <p>National Directory All businesses are typically included in these directories automatically. The key is making sure that the information is correct as your customers may use this to research you.</p> <p>Directory Examples: Yelp, YellowPages, Google Maps, Scott's Directory</p>
<p>Content</p>	<p>What information should you ensure you have in your directory listing?</p> <ul style="list-style-type: none"> - Business logo or meme - Your picture, pictures of your product, or visuals - Contact information including social media contact information - A map of how to get there - Social feeds with comments, likes, tweets, etc. - Call to action or a promotion to engage someone who has found you on the directory
<p>Monitoring</p>	<ul style="list-style-type: none"> - Actively ask new customers where they found you - Have a different promo code for each directory - Keep track of where new business is coming from