

Reach a worldwide pool of potential customers in 15 minutes



Getting the word out about your business, including what you offer and where you're located, is one of the hardest aspects of gaining new customers. Who has the time or money to pass out fliers and run newspaper ads? You can reach a wider demographic — and do it free — by taking advantage of the Google Maps features in QuickBooks 2007.

To add our business to Google Maps, we'll:

- Sign in to a Google account through QuickBooks.
- Enter information about our business and categorize our products and/or services.
- Supplement our map with a coupon offer to draw in more customers.

You know that you can't grow your business without bringing in new customers — but you might not realize how easy it is to reach potential customers right through QuickBooks 2007. The partnership between Google and Intuit has integrated Google Maps as a free feature of QuickBooks 2007. We'll show you how to take advantage of this online advertising tool so you can increase your potential customers in no time flat.

Access Google Maps

When you set up your company's Google Maps location through your QuickBooks company file, it cuts down on the time you spend typing because QuickBooks automatically fills in your company file information, such as your address and phone number.

To log in to Google Maps through QuickBooks:

1. Launch QuickBooks and open your company file.
2. Click the Google Marketing Tools icon in the Company section of your Home page. QuickBooks launches a web browser and you'll see a page offering a variety of Google marketing tools.
3. Click on the Sign In link in the upper-right corner of the window.
4. Enter your Google account email address and password, as shown in **Figure 1**.

Get a Google account: If you don't have a Google account, you can register for free. Just click the Create An Account Now link on the Google Sign In web page.

Get Google Maps access without QuickBooks 2007

QuickBooks 2007's link with Google Maps makes the process examined in this article much quicker and easier. However, anyone can sign up for a business account and map on Google Maps. To get started:

1. Point your browser to **www.google.com** and click on the Business Solutions link.
2. On the Business Solutions page, click on the Learn More link in the Get Listed On Google Maps section.
3. Skip to step 4 in the section "Access Google Maps" in this article.
4. Enter your business data where QuickBooks 2007 would enter it for you.

5. Click the Sign In button.
6. Choose Google Maps as the marketing tool that interests you by clicking the Help Customers Find You On Google Maps link.
7. Click the Sign Up Now button to access the Google Local Business Center.

The Google Local Business Center contains all of your company information and helps you determine what customers see when they access you on Google Maps.

Provide information for your map location

Now that you've signed in to Google Local Business Center, it's time to provide any information you want customers to see (or not see) when they find your business on Google Maps. Notice that

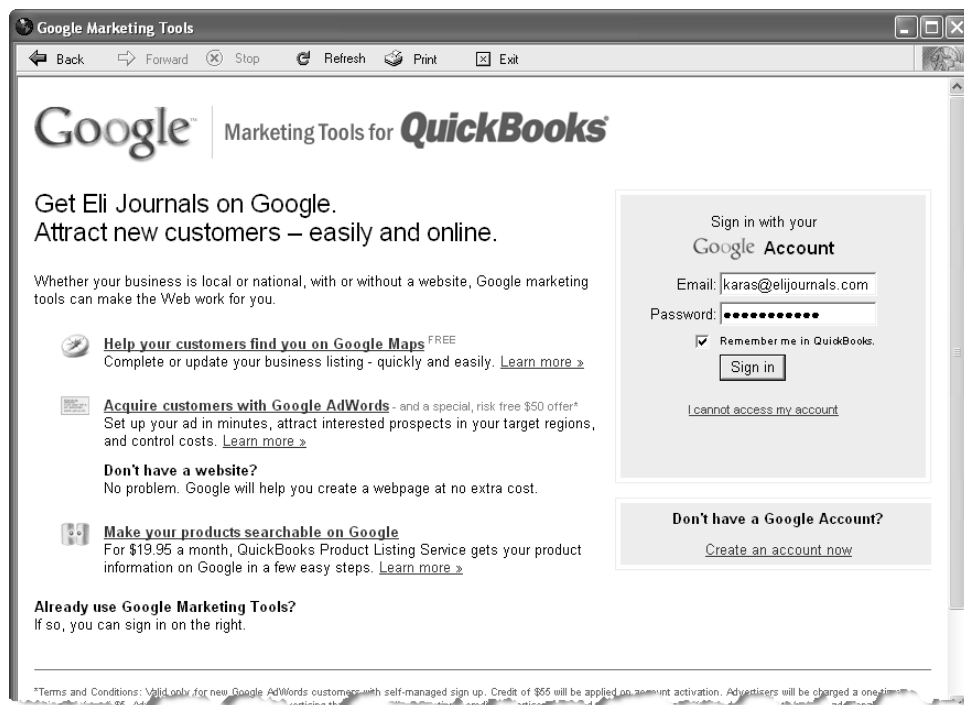
QuickBooks fills in a good portion of the information with the data in your company file. However, you can still edit the information.

To develop your Google Maps location:

1. Enter (or review) your company's location information, as shown in **Figure 2**.
2. Click Continue. Google displays any similar existing listings. You can choose one (if it belongs to your company) to edit the existing Google Maps listing or you can choose the My Business Doesn't Appear Here option button, which will begin a new listing.
3. Enter any additional information you want potential customers to see in the Business Information section. This may include your fax number, email address, payment methods and business hours.

Required: Google requires you to display at least a main phone number for your company's Google Maps listing.

4. Click Continue when you're ready to advance to the Choose Categories screen.
5. Enter keywords that describe the services or products you offer, as shown in **Figure 3**. Click Continue to view the categories Google suggests based on your keywords.
6. Select the check box that corresponds with any category that matches your business. You can click Continue to move on or you can try searching for a new keyword to add more categories.
7. Review your Google Maps listing and make any necessary changes. Click Continue when you're ready. This step gives Google permission to put your listing on their website.



1: It may be a good idea to set up a Google account for your business — or you can use an existing Google account.

Post a coupon to bring in more business

When you're setting up your Google Maps listing through the Google Local Business Center, you can also create a virtual coupon. This is an added incentive for potential customers to use your services or buy your products.

5 tips on producing an effective online coupon

Coupons are a great way to rein in more customers, but they can also be counterproductive if you don't follow a few simple rules:

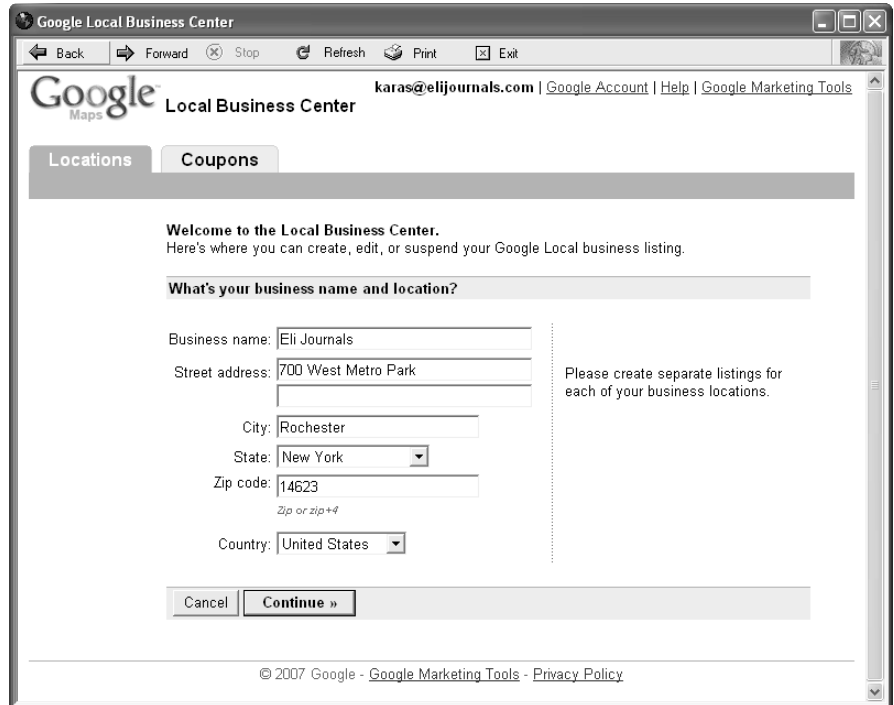
- 1. Keep it simple.** Too many restrictions or exceptions can turn off a customer.
- 2. Appeal to everyone.** Coupons for specific products or services alienate some potential customers. Not everyone needs the Model 35A Red Snow Blower.
- 3. Percentage vs. flat rate.** If you sell products or services valued at \$100 or more, percentage discounts are more effective. For products or services below \$100, a flat discount (i.e. \$5 off) is a better option.
- 4. Create a minimum purchase.** You can sometimes persuade a customer to add just one more item to an order if it means he is eligible for the coupon.
- 5. Target new customers.** If you want to focus more on bringing in new customers, offer a bigger discount for first-time customers and a slightly less discount for repeat customers.

Source: These tips were gleaned from the iMedia Connection article "Couponing 101 for Online Retailers" by Scott Kluth. Read the full article online at www.imediaconnection.com/content/13762.asp.

To design a coupon for your Google Maps listing:

1. Click on the Coupons tab in the Google Local Business Center.
2. Click the Add Coupon Now button to begin building the coupon.

3. Enter your coupon information in the appropriate text boxes. Watch a live preview of the coupon on the right as you enter information, as shown in **Figure 4**.



Google Local Business Center

karas@elijournals.com | Google Account | Help | Google Marketing Tools

Locations Coupons

Welcome to the Local Business Center.
Here's where you can create, edit, or suspend your Google Local business listing.

What's your business name and location?

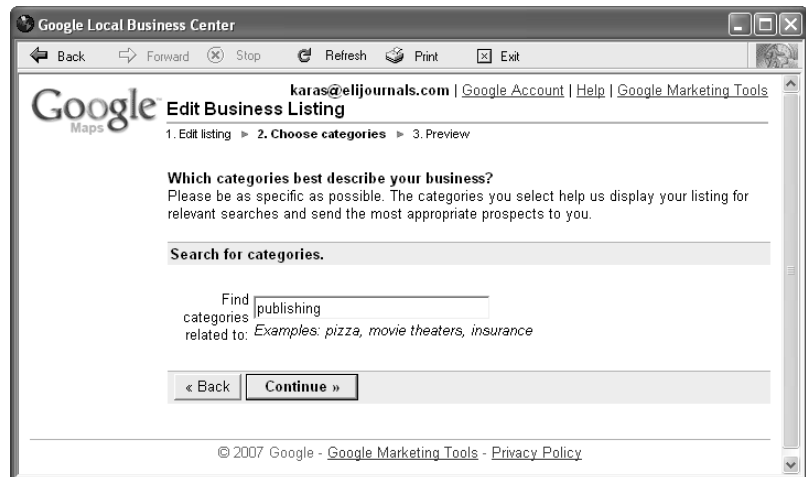
Business name: Eli Journals
Street address: 700 West Metro Park
City: Rochester
State: New York
Zip code: 14623
Country: United States

Please create separate listings for each of your business locations.

Cancel Continue »

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- 2: QuickBooks automatically fills in information from your company file to save you from re-typing it.



Google Local Business Center

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Edit Business Listing

1. Edit listing > 2. Choose categories > 3. Preview

Which categories best describe your business?
Please be as specific as possible. The categories you select help us display your listing for relevant searches and send the most appropriate prospects to you.

Search for categories.

Find categories publishing
related to: Examples: pizza, movie theaters, insurance

< Back Continue »

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- 3: Categories help customers find your business based on what you can offer them.

4. Click Continue to create the coupon for customers to print from your Google Maps listing.

Let's see what happens when a customer searches for *Eli Journals* on the Google Maps website.

2. Click on the Maps link.

3. Enter your company name in the Search The Map text box and click the Search Maps button.

See the results

You've now quickly increased your company's visibility on the web — for free!

To view the listing as your customer would:

1. Launch your web browser and navigate to **www.google.com**.

Your company's listing should display on the map and your company information and coupon.

The screenshot shows the Google Local Business Center interface in a browser window. The browser address bar shows 'Google Local Business Center' and the user's email 'karas@elijournals.com'. The page has two tabs: 'Locations' and 'Coupons', with 'Coupons' selected. The main heading is 'Enter details of your coupon.' with a link to 'Coupons must adhere to Google's Editorial Guidelines'. There are four input fields: 'Business Name' (max. 35 characters, example: Giuseppe's Pizza), 'Headline' (max. 25 characters, example: 15% off any pizza), 'Sub-heading' (max. 35 characters, example: Excellent woodfired pizzas), and 'Details' (max. 250 characters, example: *With a one-year subscription). To the right is a 'Preview' section showing a 'Summary View' of the coupon: '3 Months Free!* Choose from 10 publications'. Below that is a 'Detail View' showing a 'PRINTABLE COUPON' button, 'Never Expires', and the coupon text: 'Eli Journals 3 Months Free!* Choose from 10 publications *With a one-year subscription'. The Google logo and '[auto-generated]' are at the bottom of the preview.

4: A coupon can generate more business by adding further incentive for new customers to try out your products or services.

From
The
Offices
Of:

DDF Consulting, Inc.

PO Box 97
Starke, FL 32091-0097