

Ultimate Guide

TO GROW YOUR BUSINESS

WITH GOOGLE MY BUSINESS

2021-2022





Thanks to my admirable husband, Diego Pinzón. We were planning our wedding and making our dreams come true while I was writing this e-book. He also dedicated his time reading it and giving his magical touches on writing—Te amo.

Thanks to everyone on the Porter Metrics team for working on the mission to inspire marketing leaders.



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1

The basics

Think about when someone looks for the best place to dine in, the most succulent bakery, or the best place to live.

Ask yourself, is your business at the top of the results on a Google Search, or is it easy to find in Google Maps?

The way you will get more customers every day without much effort is when your business is not only servicing people. It is about bringing them an experience.

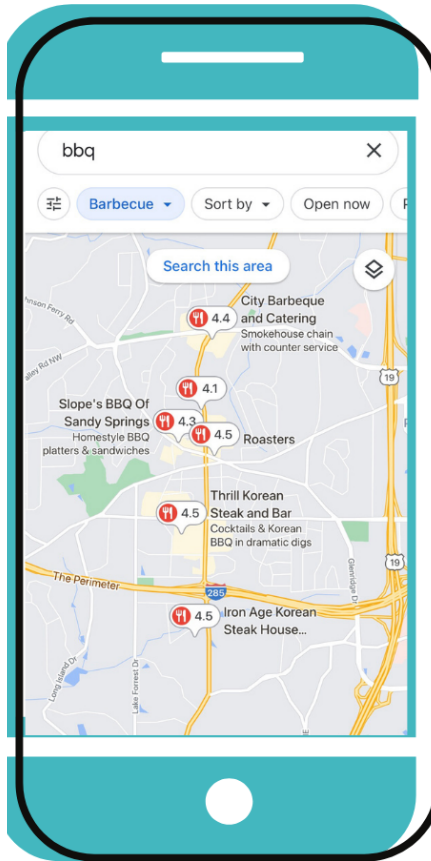


Before listing your business in Google My Business, you have to think about your potential customers' behaviors.

Listing in **Google My Business** is free and easy to set up. In addition, it offers small and medium local businesses the opportunity to gain relevance in a specific geographic area.

Imagine looking for a place to lunch while you're driving to your dream vacation destination with your family. You probably heard from a friend that there is a good BBQ on the road.

What you do is to go straight to Google Maps and look for a: "BBQ restaurant."



Chances are you will find the same restaurant your friend had recommended or you make a new finding. But how do you choose the perfect place to eat when you have many options available?

You will prioritize the following to make your decision:

1. Distance
2. Ratings (stars)
3. Match with your search
4. Good looking pictures of the place and the food
5. Price

After reviewing each one of the listings from your search, you will choose the restaurant that best satisfies your needs. But how did you find that BBQ restaurant? Thanks to Google My Business!

The owner of that restaurant probably spent some time growing and developing their Google My Business page to gain traction with SEO¹ (*Search Engine Optimization*).

While you go through this guide, you will know how to create one Google My Business Listing to gain relevance to increase your traffic to your point of sale.

What's an online business listing?

A business listing is a public profile that contains a business' relevant information such as name, address, number, website, hours of operation, and more.

¹ SEO - Search engine optimization: the process of making your site better for search engines. Also the job title of a person who does this for a living: We just hired a new SEO to improve our presence on the web. - [Google Search Engine Optimization \(SEO\) Starter Guide](#)



Do you remember the Yellow-Pages? Google My Business is the virtual doorway to local businesses, and it is the way that these can be found across hundreds of online listings and directory sites across the web.



Google My Business is only one listing of many. But, keep in mind that “with over 70% of the search market share, Google is undoubtedly the most popular search engine.” (*Forsey*) You can also find other local listings online, such as Yelp, Tripadvisor, Foursquare, Yahoo, OpenTable, and Yodle.

What are the benefits of using Google My Business?

Google My Business listings are always displayed in a more prominent panel showing a bigger and better than standard Google search. You can also see the actual location of the different businesses by category and the primary contact information, so your potential customer can reach you faster via Google Maps.

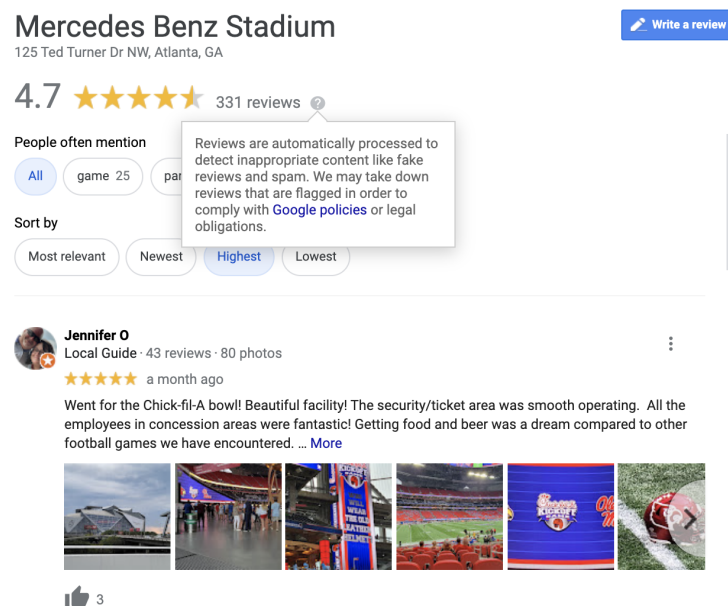
The following is the type of information you will need to fill in to attract clients to your business displayed on Google My Business:

1. The exact name of your business
2. Brief description of your business
3. Information from your business
4. Service Options
5. Offerings
6. Atmosphere and Crowd



7. Your business website URL
8. Location (Address) and directions
9. Hours of operation (holiday hours)
10. Contact information, phone, or WhatsApp
11. Accessibility information
12. Payment Options
13. Clients reviews
14. Questions and answers
15. Photos

It's recommended to have all of that information ready to include into your Google My Business listing because Google prioritizes it to display to your potential clients and recognize you as the best in your industry locally.

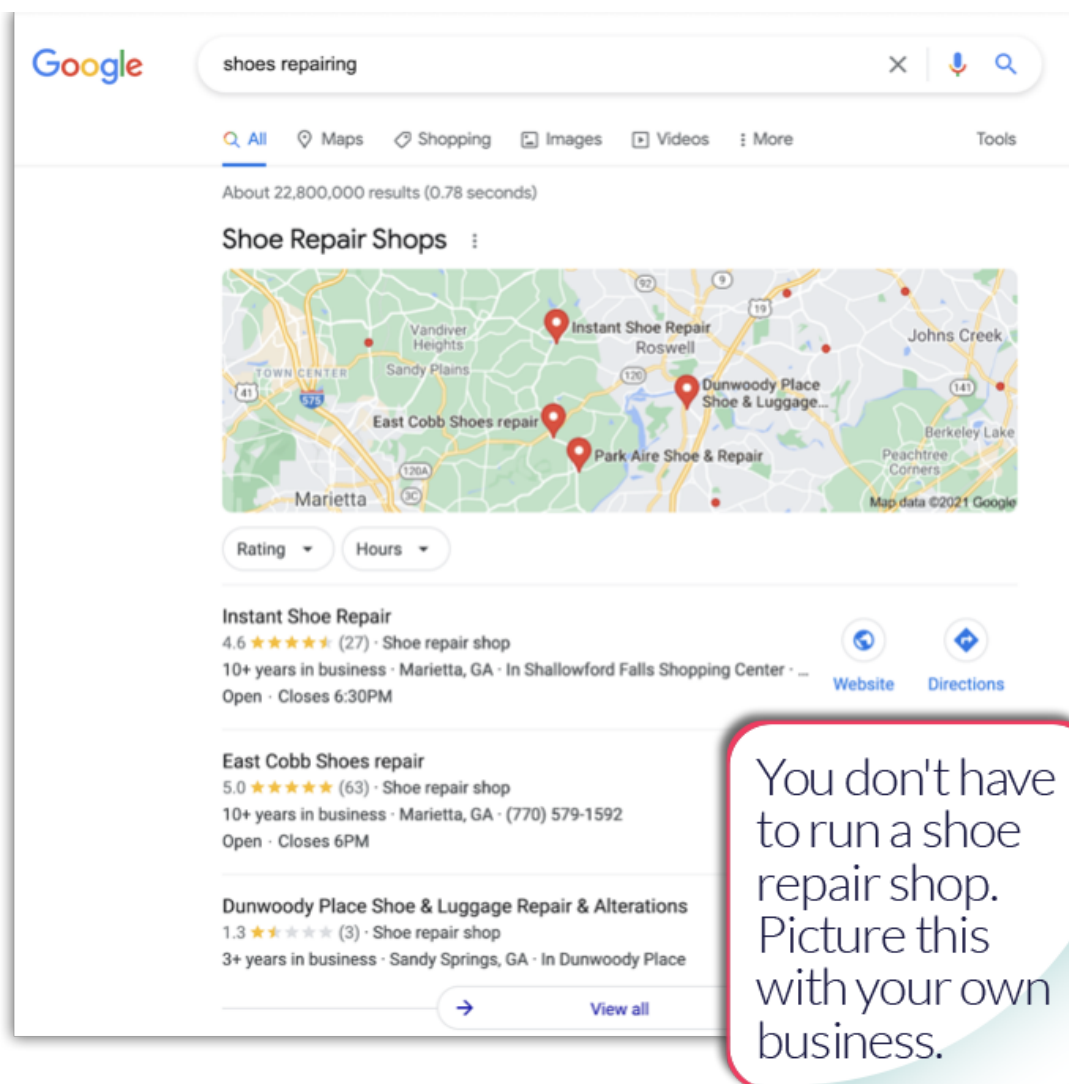


You don't need to have a marketing department to create your Google My Business listing. Every location manager or business owner can list their physical location on Google My Business at no cost!



Did you know that four out of five Google searches are looking for businesses in their localities²?

[Google My Business](#) not only links your business to a specific location in a map, it also offers instant information making your business accessible and credible. If your business does not pop up in a local search that means that a competitor is taking advantage of the platform and you are losing businesses.



It's very important to keep an eye out for what your competitors are doing on Google My Business, so you can identify opportunities to win locally.

² What is Local SEO and Why is It Important? - [Postmedia Solutions](#)



2

List your business on Google My Business

Now you're going to learn how to list your business on Google My Business.

Let's get back to the BBQ restaurant example, but this time you are the business owner and not the customer. How does your location look? Is it the place where you want to spend time with your family after a long road trip?



What do you think about the food that you are serving? Is it delicious? Does it taste and look good? What would you think if you have been driving for a long time, you are starving and your kids are hungry too? Add to the equation you need to use the restroom as well.

Do you think you have it all covered with your BBQ business? Do you have something extra to offer beyond a remarkable gastronomic experience to your clients?

Maybe you have a TV screen with the game they want to watch, or you offer gluten-free and veggie options to cover every family member's food

preference. Perhaps, you have free Wi-Fi and power outlets for travelers, or maybe you have a to-go coffee station.



Or better than that, your staff is the best, and people often recognize them for their commitment to delivering exceptional experiences to your customers.

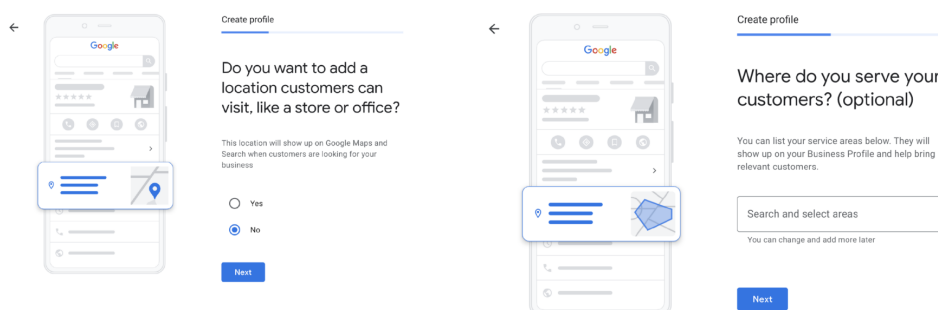
Well, that is something your customers love about your business. And if they love it, they are also willing to leave a good rating and review of your business.

How do you know that your businesses need a Google My Business page?

Whether you have a physical location where you conduct your business or you visit someone else's location like a customer's home or another business place, you qualify for Google My Business listings. The important thing about your business is that it must have contact (in person) with consumers during the stated hours. You can also list multiple locations of the same business.

What about those businesses where people do not necessarily have to have in-person interaction?

Some examples are e-commerce businesses or digital businesses with 100% online presence that don't have a physical location or don't serve customers in person. Those businesses don't qualify for a Google My Business listing.





How can a Google My Business listing help drive sales and more customers to my business?

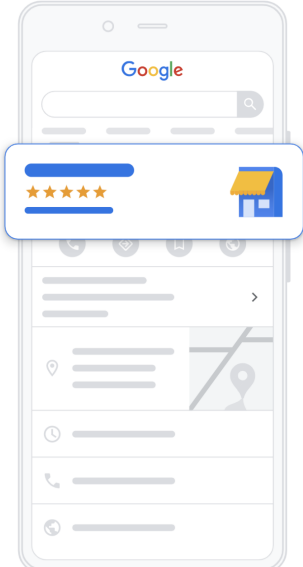
If you qualify, you must create a Google My Business listing. By doing so, your business will be found on Google Maps and web search results, and you will have control over the information displayed about your business when someone finds you. If your business has already been created but you will be able to claim it and update all the information on the Google My Business listing, such as the description, hours, addresses, contact information, and more.

Let's get started by understanding how to create or claim and verify your Google My Business account.

Creating your Google My Business listing

First, go to the Google My Business website: google.com/business/

Sign up with your Google account and start looking for your business. If it does not show up, it means you have to start from scratch; but that's okay, this process is quite simple. You just need to follow the steps as indicated by Google.



Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
Welcome HomeGoods

Business category*
Home goods store

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Next



You can also add your business through Google Maps to make it more accurate.




Add your business through Google Maps

1. On your computer, sign in to Google Maps.
2. You can add your business in 3 ways:

Enter your address in the search bar. On the left, in the Business Profile, click Add your business.

Right-click anywhere on the map. Then, click Add your business.

In the top left, click Menu   Add your business.

3. Follow the on-screen instructions to finish signing up for Google My Business.

[Go to the official documentation.](#)



Claiming your Google My Business listing

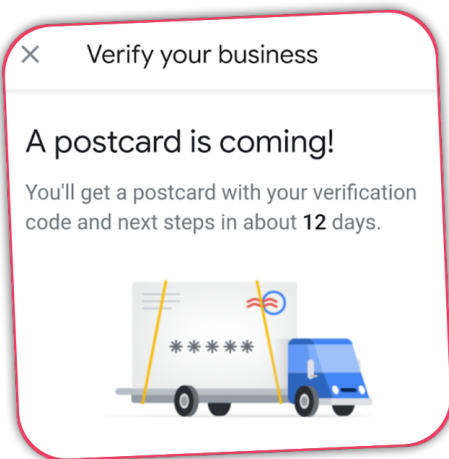
If you have not created a listing on Google My Business (GMB), but your business is already there, you will need to claim it by following the next steps:

Search for your business on Google Maps to find your business. If it is not claimed, claim it and verify it with a phone call or select the postcard option. It can be claimed only if you see the text “Claim this business”.

If your business just appears automatically without any effort on your part, it probably only needs to be optimized. We will see how to do that later.



Once you've claimed it and it is yours, go to the GMB page of your business, click the "Manage Now" button, and Google will lead you through all of the information you need to enter; such as location, business hours, and contact information. If your business has multiple locations, they will each require a separate listing.



Make sure to list your business name exactly as the actual name. It will allow Google algorithms to unify your business and your presence footprint into one cohesive unit. And that will help you gain relevance.

Claim your business through Google Maps

1. On your computer, open Google Maps.
2. In the search bar, enter the business name.
3. Click the business name and choose the correct one.
4. Click Claim this business > Manage now.

To choose a different business, click I own or manage another business.

5. Select a verification option, and follow the on-screen steps.

[Go to the official documentation.](#)

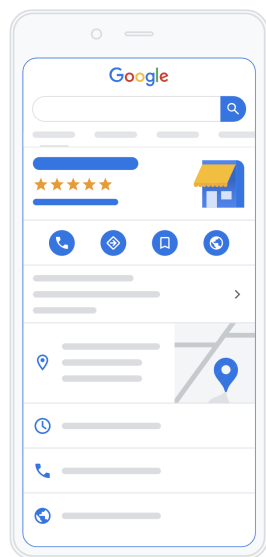


Still have doubts about how to create or claim your business profile? Go to Google's official documentation, watch [the video tutorials](#) provided by Google My Business and follow the steps.



If you don't find your business, create a listing by filling your information in a form, then verify with a phone call or postcard.

What if you see your business listing it's been verified, but you don't have access?



This Business Profile has already been claimed

This Business Profile has already been verified by al...@... If you own this email address, follow the [Account Recovery help guide](#).

If you still want to add this Business Profile to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this Business Profile's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

[Request Access](#)

Maybe someone else claimed it a long time ago with an email account you no longer have access to. Unfortunately, it happens, and it can probably be the hardest part of the process when reclaiming your business. However, it is worth the pain to get access back to the original account.

Follow the steps as indicated by Google to reclaim your business account and authenticate yourself as your business owner.



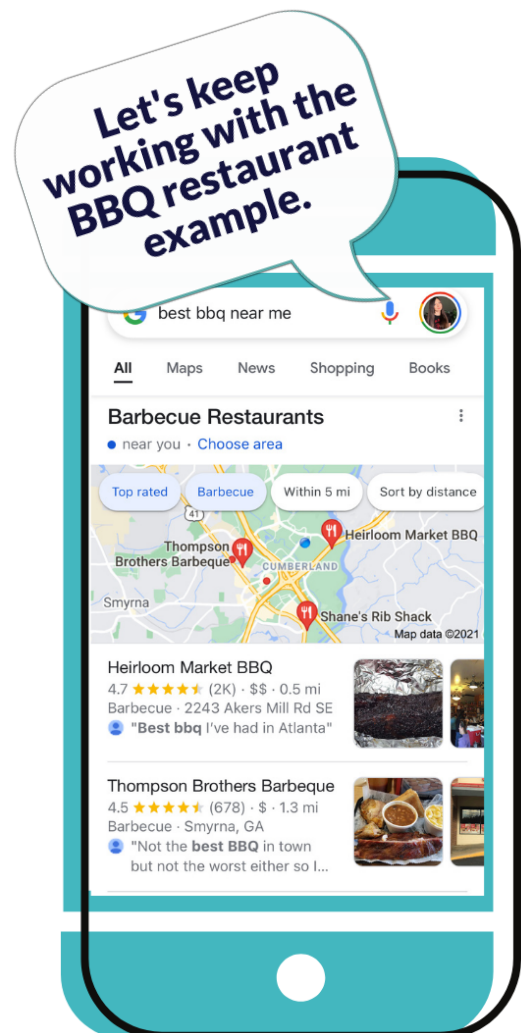
Growing your Business with Google My Business

When you are looking for a place to eat in your area you will see, there is a large offer of businesses. If you want to grow, you have to highlight your presence. How can you catch your potential customer's attention?

When starting to run a business like a restaurant it is important to execute a Local Restaurant Marketing research plan. The LRM³ allows you to understand how you are going to gain relevance in your area to increase your business customers traffic and sales.

When researching you will see there is quite a bit of competition around you. Google My Business displays the top three results of a particular search in a specific area, which is why you need to examine how to better position yourself in your desired location.

There are many factors that go into which businesses are shown in this exclusive spot, including the number of reviews, search accuracy, other internet profiles such as websites and social media, and the searchers' intent and keywords used.



³ How to Create a Restaurant Marketing Plan - [Sevenrooms](#)



Consider these *do's* and *don't's* that will give you some great resources to improve the ranking of your Google My Business listing and you will see how you will shine among your competitors.



Do's to grow your business thanks to a GMB listing

Customer service will become your golden rule when starting a business, and even more if you have an online presence. Complaints are more visible every day and many of them could get viral and leave a giant problem if you don't pay attention to the minimal issues.



"As consumers turn to a wider array of channels for help and expect faster responses, it has become more challenging to provide customer service. Research shows that customer service that shows empathy can drive a lot of value, and there are some simple best practices to turn aggrieved customers into loyal advocates. First, surprise customers by responding quickly, so that they feel someone is watching out for them. Even a simple acknowledgment to buy time to diagnose the customer's issue can drive future revenue. Second, don't shy away from responding to unhappy customers, even if you can't immediately resolve their issues. Finally, even small gestures such as having agents sign their names or initials, creates immediate value for your business" (Huang et al.)⁴



1. Bad reviews are a huge opportunity, not a problem.



DO: Read the reviews your customers provide and take action.



DON'T : Ask them to delete or remove a genuine review, this will fuel their anger against you and your business.

It's understandable people get mad when you don't provide a good experience. So why don't you make it up and do your best next time. Bad reviews are not too bad, but are not too good when you are just starting to grow your business. Do something to improve your customers' experience so they can change their

⁴ Huang, Wayne, et al. "How Customer Service Can Turn Angry Customers into Loyal Ones." *Harvard Business Review*, no. Customer Service, 2018. [Harvard Business Review](#)



mind and leave a better comment, and you can suggest to them to change their review in a friendly manner.

According to a 2021 study, 85% of consumers trust online reviews as much as personal recommendations. Moreover, 74% of people who see customer reviews on a business website say they would contact the business.⁵



Imagine you're about to move to a new apartment, the first thing you do is to look for the area you want to live in.

Before you schedule an appointment, what you do is to check the reviews of the community and the current residents ratings. You probably will check the property on Google.

After your research, and meeting with a property employee at the community leasing office you find that everything is fine, and you finally decide to move.

But some unexpected issues come to you with the paperwork and you don't find the leasing office workers as attentive or helpful as you'd expect.

Then, when you move you observe more issues with the unit you are about to dwell in, and as you are looking for solutions you feel an attitude of neglect.

The resource you have at hand to catch the management attention is to leave a review on Google.

Now, suppose you are in charge of the apartment complex and you pay attention to the reviews. You contact the Leasing Office employees and ask for answers regarding the bad experience from one of the residents.

⁵ The 2020 Local Consumer Review Survey - [Brightlocal](#)



What would you do in this situation?

Do you take action and offer your new resident apologies and try your best to make up for this bad experience?

Or do you take a negative attitude towards the new resident asking her or him to delete the bad review?

The responsibility of the property's manager is to make sure the team guides new residents to their new homes and brings them a good moving experience. That is why it is crucial to have a good induction in customer service when interacting with people. Good reviews come thanks to the great and unforgettable experiences you bring. So what would you do if you were the apartment complex manager?

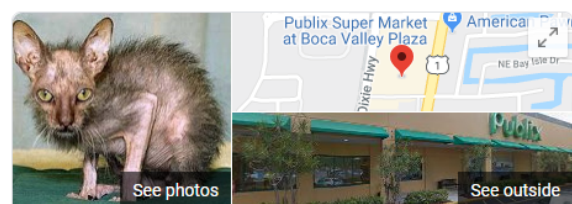
2. Listen actively, respond and take action.

DO: *Respond whether negative or positive comments.*

DON'T: *Ignore what the community says about your business.*

If you don't keep an eye on your reviews, you could end up with lots of angry people. Sometimes, people might use reviews to play a joke on your business which could do more damage than a negative review.

But also not taking care about what people post on your Business page could bring negative consequences like those listed in this [Tales of Horror from the Dark Side of Google My Business](#) post by Jason Brown.



Publix Bakery

[Website](#) [Directions](#) [Save](#)

3.5 ★★★★★ 6 Google reviews

\$\$ · Bakery

Supermarket chain with a wide selection of groceries, plus deli & bakery departments.

Located in: Boca Valley Plaza

Address: 7431 N Federal Hwy, Boca Raton, FL 33487

Hours: Open · Closes 10PM ▾

Phone: (561) 241-9704



“These excruciating examples show us that anything can happen to your business listing on Google if you’re not careful. The bottom line is if you have a GMB listing, you have to monitor it constantly because any user can add and upload anything they want. If you’re not careful, that user’s joke can backfire and do major harm to your business or brand.” (Brown).



Interact with customers

“You can read and respond to reviews from your customers. Post photos that show off what you do. Businesses that add photos to their Business Profiles receive 42% more requests for directions on Google Maps, and 35% more clicks through to their websites than businesses that don’t.”

Google

3. Are you bringing the extra mile? Well, it is time to ask for a review.



DO: Ask all your happy customers to rate and review your business.



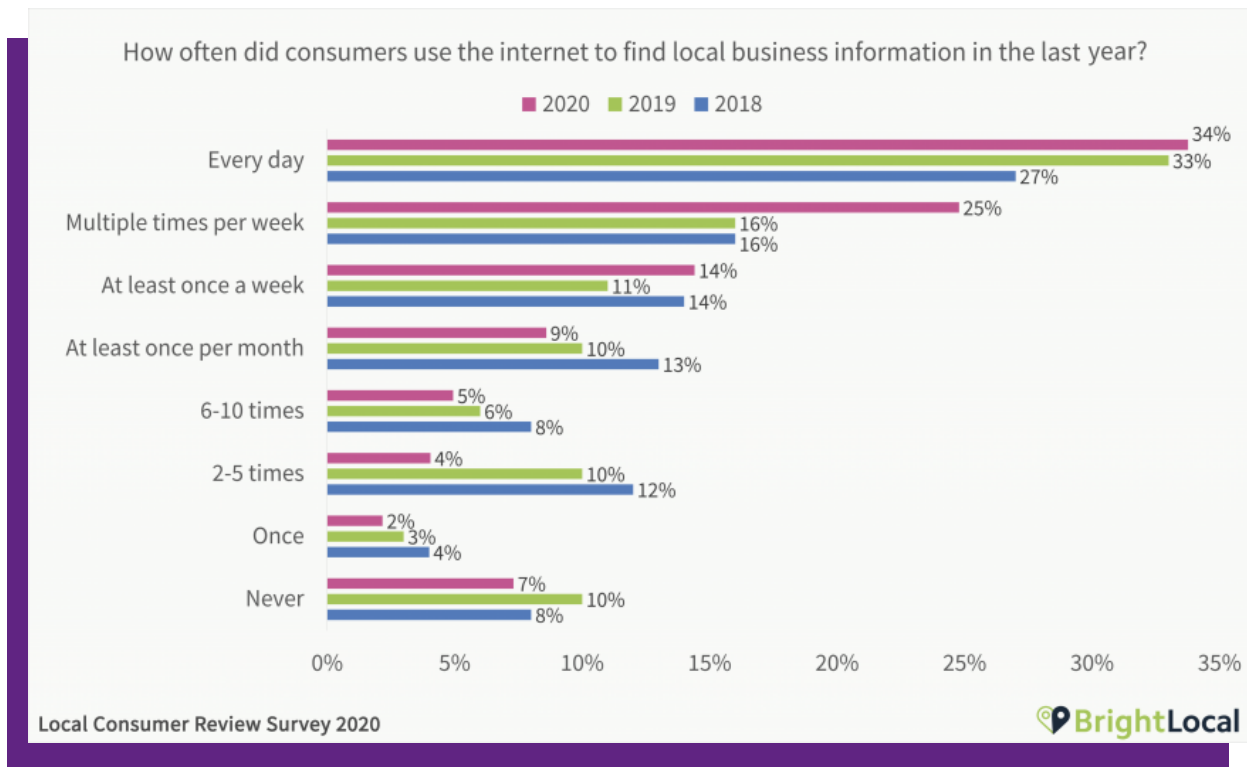
DON'T: take for granted that single action you make.

Being recognized in your customers’ reviews as the best, or being the most reviewed in your category, is invaluable. These reviews can also assist you in driving new messaging for your business or finding the best product-market fit. If you observe a pattern in your comments, you can begin to turn that into a core message.

If you are recognized for something specific by your customers at the physical location or reviews on social networks and listings, use it to your advantage. For example, if some of your reviews mention how timely and friendly you perform your services, you can add that as core values to your business.



According to a Local Consumer Review Survey published by Brightlocal, “In 2020, 93% of US consumers searched online for a local business. From these, 34% searched every day, while 73% searched weekly (up from 70%).”



Now imagine your business with the highest ratings and great reviews. Don't you think it will improve the way your business is perceived by your customers? Don't you think it will derive more sales and traffic to your physical location?



4

Growing your Business Online reputation with GMB

If you want to highlight your business and increase the chances that more people visit your business, make sure you have a website with the information needed to highlight your service or product among the competitors in your area.

“Whether you are a freelance photographer, own a hardware store, or have another type of small business, a great website is essential for your company’s success.” (Bowlus)⁶

If you have more than one location, add the location page from your website to that specific Google My Business listing instead of sending everyone to your home page. For example, your business has two branches, one in Manhattan and another one in Brooklyn. On the GMB listing for the Brooklyn location you should include the URL specific to that location on the “website” field on your Google My Business account (i.e.: mybusiness.com/locations/brooklyn).

It is recommended you use a website tracking URL⁷ (UTM)⁸ on Google My Business listings. It makes tracking traffic coming from your Google My Business listing more accurate and easier to find under “campaigns” in your Google Analytics data.

As business owners and marketers, we always need to see how many times our website link is clicked on in our Google My Business listing, just as we are constantly checking how many likes we have in our social media platforms. We all know it’s sort of nitpicky, but however, that’s what we do!

⁶ Bowlus, Alisson. “10 Key Steps To Building A Great Small Business Website.” All Business, 2019. [Forbes](https://www.forbes.com)

⁷ The location of a webpage or file on the Internet. - [Google](https://www.google.com)

⁸ Urchin Tracking Module (UTM) codes are snippets of code — attached to the end of a URL to track the sources of traffic to a website - [Spinutech](https://www.spinutech.com)



According to Publer, on average 56% of actions on GMB listings are website visits. You can use different resources online to host your website. There are many useful resources across the Internet that will help you find the one that better fits your needs.

As business owners, marketers, law consultants, realtors, we always dream that our satisfied clients would automatically leave a positive comment about their experience. However, we might need to provide an easy way for our clients to do this.

Remember that part of the strategy to grow your business is to ask our satisfied customers to share their experiences. Try providing them a link to your Google My Business profile via the online menu or a QR code sticker at your cashout area.

If you know you are doing great on customer service, ask them directly to post a photo of their favorite dish, remember to respond to their comments to keep a healthy online reputation. The more positive reviews on your Google My Business listing, the more potential customers you will get.

And last but not least, enhance your strategy with social media posts. Try sending your Facebook Fans and your Instagram Followers to your Google My Business page and ask them to leave a review for a 5% discount on the next purchase, for example.

If you have a list of emails from your most loyal customers, send them an email campaign with the link to your GMB listing, inviting them to leave a positive review in exchange for discounts or perks.

Optimize a GMB profile with accurate business information

Make sure you have consistency in the following items:

- ☐ Name
- ☐ Address
- ☐ Contact number



Accuracy is a highly influential ranking factor for local SEO. This may seem simple enough to manage the information and consistency in your strategy. Still, many businesses fail to fill in accurate imp information on their Google My Business listing and sometimes is different from their social media and website. Take a look at your competitors' Google My Business profiles or the player you most admire in your category.



Understand & expand your presence

"Find insights to learn how customers search for your business, and where they come from. You can also find information like how many people call your business directly from the phone number displayed on local search results in Search and Maps. To spread the word about what you offer, you can create and track the performance of Smart campaigns." Google

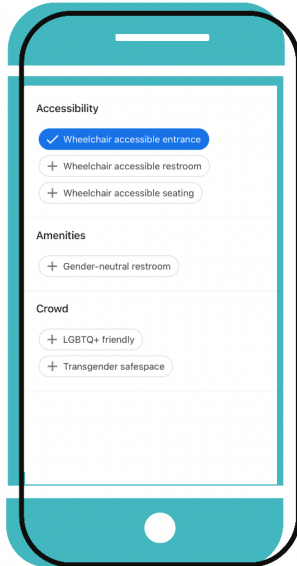
Are you starting with your Online presence? Try a Google My Business website.

Google has provided business owners with an easy way for businesses to create a free mobile-optimized website. Once you've filled out your GMB listing, click the "Website" option. You will find some design options and predetermined templates to choose. Next, customize your website. Finally, press "Publish," and that's it. Please note that you will not get a custom domain.

Google My Business Websites are a quick and easy way to create an online presence for your business if you don't have a website yet. Nevertheless, you must start thinking about boosting your presence online, and a website you own is crucial for you to have more customization at your disposal.



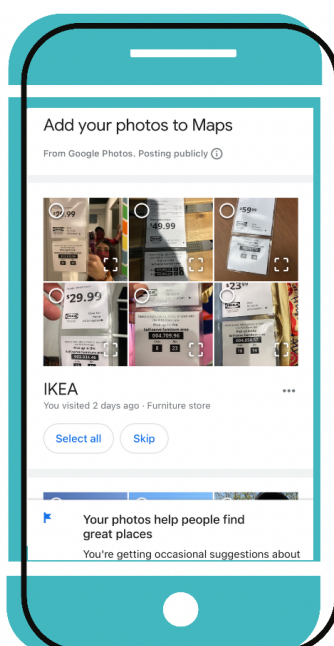
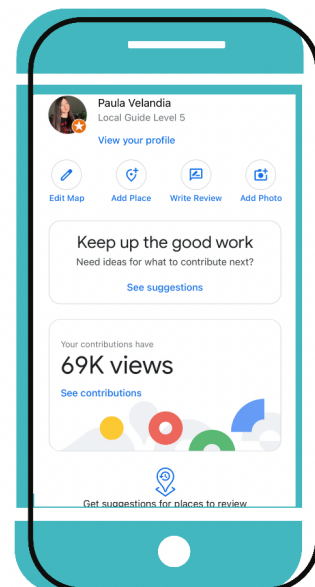
Google My Business is collaborative.



Users can suggest editions, upload pictures, add information regarding your business.

Users who contribute factual information (location address, phone numbers), and content (photos or reviews), including business owners who claim local listings through Google My Business information based on Google's interactions with a local place or business, are recognized by Google. In addition, people can earn badges due to the visibility, relevance, and accuracy of the information they provide.

As a matter of fact if someone believes a local listing is inaccurate or should be removed, the community can suggest an edit or flag it for removal. Business owners and contributors who believe that inappropriate content should be removed for any other legal reason, can submit a legal request.



Google will suggest leaving a review when you have pictures you have stored in your Google Photos gallery.

Then, it will gather them in a group for you to share easier with the community.

The power of user-generated content is enormous, as long as online users are able to follow businesses, like, and create a list of their favorite places. It will make it easier for searchers to keep up with local stores, and support them, too.



Always Measure to Grow your Business

As it has been said until this point, if you as a customer are trying to find a business, a product, or service in your local area, all you have to do is go straight to your favorite search engine and type one or two keywords based on what you are looking for.

For local businesses, the equation to solve is different, to try to figure out how the potential customers can find our business so we can make more sales and grow.

For agencies, it's a great opportunity to help local businesses grow. They can help manage their business client's online listings so they can be found easily and of course, visited to increase business sales.

But how do you know as a business owner or agency you are on the right track?

The answer is measuring.

Google My Business metrics to track

It is quite simple to set up a Google My Business report on Google Data Studio⁹. It is recommended to navigate and explore the metrics that are important for our business. Then to navigate the fields, metrics, and dimensions available will be a piece of cake.

“The way we see Google Data Studio is that it’s a canvas where you drop any type of charts, combining any sort of metrics and dimensions. The metrics are the numerical impressions, calls, reviews, and engagements; dimensions are how you break down the metrics, like by location category, name, date, etc.” (Bello)

⁹ “Data Studio is a free tool that turns your data into informative, easy to read, easy to share, and fully customizable dashboards and reports.” (Google)



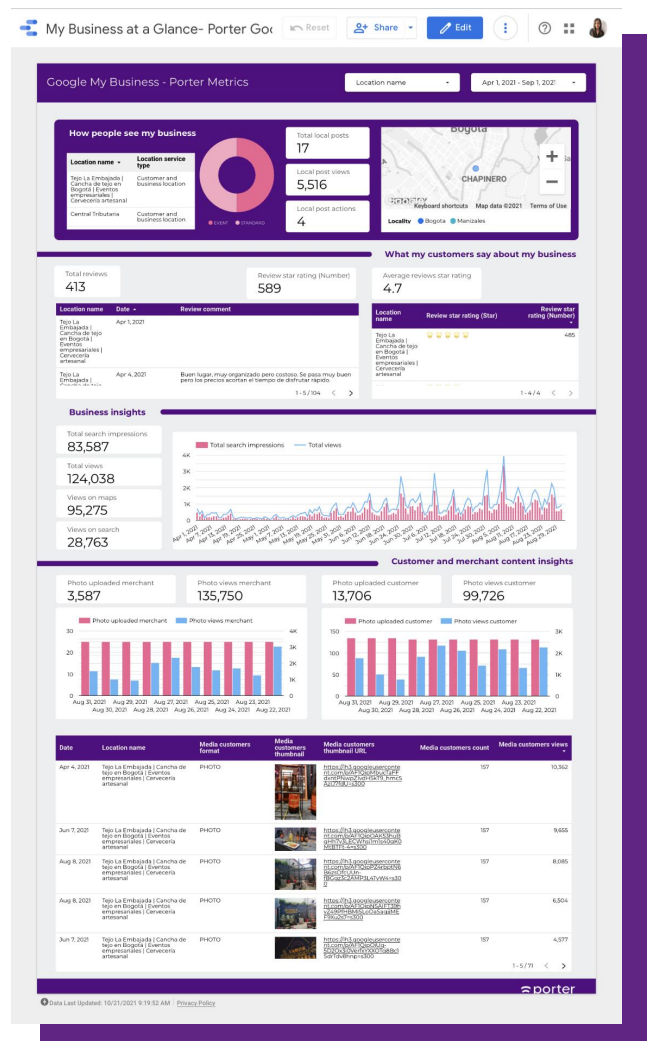
When you start asking for reviews, you will see the snowball effect will be part of the process. You will feel the efforts you have made around customer service, innovation, location improvements, menu adjustments, contact, and many more have been worth it.

At [Porter Metrics](#)¹⁰ we have a dedicated section to create a complete report on Google Data Studio. Check the complete tutorial and create your report faster by using a free template from the [gallery](#).

Reviews metrics and dimensions

Google My Business reviews matter because they build trust, help you gain visibility, and give you feedback. The reviews fields you can report on Data Studio are:

- Reviewer name, photo
- Review comment
- Review reply comment
- Review time to respond
- Review star rating
- Review creation date
- Average reviews stars rating (all time)
- Average reviews stars (in a time range)
- Total reviews (all time)
- Reviews (in a time range)
- Reviews modification date



Create your Google My Business reviews report.



¹⁰ Porter connects apps to Google Sheets and Data Studio to visualize businesses and marketing data in only one place.



There are also a bunch of interesting facts around how Google sources use community information in local listings to provide users with the most complete and up-to-date information about public places and businesses.



“Google displays local listings (including business listings) on Google Search and Google Maps, as well as third-party websites and applications via API¹¹s such as those on the Google Maps Platform. Google may also use local listing information to generate insights and leads for enterprise customers.” (Google)



Information on local listings is gathered from different sources:

- Publicly-available information, such as crawled web content (including information from a business’ official website)
- Licensed data from third parties

Track your business search impressions

On Google My Business Insights, you can track how visible your company is when people search on Google or Google Maps. There are three types of Search impressions metrics.

- “Branded search impressions”: when people search for a category, product, or service that you offer, and your listing appears.
- “Direct search impressions”: are those when people search straightforwardly for your business name or address.
- “Indirect search impressions” (or discovery searches): when people search for a category, product, or service that you offer, and your listing appears due to its positioning.
- “Total searches”: the combination of these three types.

Now that you know what the metrics that matter are, it is time to recapitulate what we have learned up to this point. See you at the last chapter of this guide.

¹¹ Application Programming Interface (API) An API “enables companies to open up their applications’ data and functionality to external third-party developers, business partners, and internal departments within their companies.” - [IBM](#)



Hacks to grow your business and final thoughts

“A trend that has emerged from the pandemic is that more consumers check to see if a specific product or service is available before visiting a business. Given that 67% of consumers plan to confirm online that a desired item or service is available before visiting a business, even after most Americans are vaccinated, this trend is likely here to stay.” (Lehman)

After the storm, you can show them all you have overcome. The pandemic taught us how to take maximum advantage of the simple things we have at hand.

From my end, I figured out that all that I’ve learned during more than 14 years working, more than ten years in the digital marketing field, could be helpful for people who want to learn and grow. I discovered a new purpose in life, to share hacks and reveal the best-kept secrets behind the Digital Marketing Industry for small businesses, consultants, and new talent to grow. I found a sense for the words: “sharing is caring;” which motivated me to write this guide. If you find it useful, do not hesitate to share it among your friends, colleagues, and the owners and managers of a business you think might be interested in growing.

Here is the list of hacks I want you to keep in mind before, during, and after listing your business in Google My Business.

1. Complete your Google My Business profiles.

- a. Remember accurate addresses, hours of operation, and contact information.
- b. Upload images of your menu, offers, building, initiatives, local promos, photos that show the environment, etc.



2. **Fill and keep updated the relevant business attributes** (curbside pickup, dine-in, delivery)
3. **Provide product inventory information.** Whether you are a law firm or a restaurant, make sure you have listed your offer. Which will allow users to find exactly what they are looking for.
4. **Publish Google Posts/COVID Posts¹²** (Contactless delivery, social distancing, safety rules, vaccination proof, or negative test results)
5. **Regularly update hours and safety information** to keep customers aware of changes in this constantly evolving shopping environment.
6. **Interact with your reviewers**, let them know how important they are for your business.
7. **Use multiple channels** such as social media to keep your customers updated about changes in hours of operation, safety recommendations, promos, and specials.
8. **Measure**, track your efforts constantly for you to realize how far you have come.
9. Make everything you consider appropriate to **get more five-star ratings and authentic positive reviews.**
10. **Reimagine your business** when you feel stuck; never stop learning, improving, and repeating to keep growing.

¹² If your business has been affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers. [Go to the Guidance for Businesses affected by COVID-19](#)



About the author



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[Paula Velandia](#) is the Head of Content Marketing and Communications at Porter Metrics. Her mission is to help marketers around the globe visualize data and make the best decisions for their businesses.

Paula is a strategic and innovative leader with a career of more than ten years of experience developing digital marketing and communication campaigns for brands such as Coca-Cola, Kellogg's, and Univision from the creative agency, media buying, analytics, and customer experience side.

At Porter Metrics, she has developed different approaches with digital marketing analysts and marketing team leaders to change how they focus more on understanding audiences and their behaviors while hacking the tedious tasks (long reporting process).

She has worked passionately about the purpose and data-driven strategies to inspire people and businesses to go beyond achieving goals.



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