

The Essential Guide To Internet Marketing



INTRODUCTION



Internet marketing is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of pay-per-click and display advertising (including web banner advertising) and mobile advertising.

With over 85% of searches for products and services happening online, internet marketing should play a key role in the overall marketing strategy of any businesses. Yet, far too many small business owners neglect how important online marketing is for their business success. Among the reasons this seems to be is *time*. Another *money*. And yet another is that they *don't care*. The reality is, however, customers *do* care and in order to be relevant in today's crowded marketplace, having a strong presence online is a must.

I hope that by reading this guide, you will gain an understanding of how internet marketing can improve your overall marketing program and ultimately help you increase revenue. We are also happy to talk to you about how we can help you with your online marketing efforts.

Happy Marketing!

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WEBSITE OPTIMIZATION



The search engines have systems that collect information about every page on the web so they can help people find what they are looking for on the internet. Every search engine has their own secret recipe of what they are looking for, called an algorithm which converts all that information into useful search results.

SEARCH RESULTS MATTER!

When your website has higher rankings in the search engines, they help more people find you. The key to higher rankings is making sure your website has the ingredients search engines need for their recipes. This is called Search Engine Optimization (SEO). Most of the big ingredients are already known:

Words Matter

Search engines account for every word on the web so they can match the words people are searching for with the corresponding websites.

Titles Matter

Each page on the web has an official title and the search engines pay attention to these because the title often times summarizes the page.

Links Between Websites Matter

When one website links to another, it is usually a good recommendation. A website with a lot of links to it, can look good to the search engines. But links from high quality sites are given more weight in this recipe.

Words Used in the Links Matter

When a particular word is used linking to your website, the search engines see your website as having relevance to that word.

Reputation Matters

Websites with a consistent record of fresh engaging content and growing numbers of quality links may be considered rising stars and do well in search engine rankings.

These are just the basics and the recipes are refined and changed all the time. Good SEO is about making sure your website has great content that is supported by the ingredients that search engines need for their recipes. *We specialize in SEO* – call us for a complimentary SEO Analysis of your website.

Make Sure Your Website is Mobile Optimized

Mobile is changing the world. Today, everyone has smartphones with them, constantly communicating and looking for information. In many countries, the number of smartphones has surpassed the number of personal computers. According to recent studies, people now spend more time surfing the web on their mobile device than a desktop computer (51% mobile vs 42% desktop)! Therefore, having a mobile-friendly website has become a critical part of having an online presence. Why develop a mobile site? The desktop version of a site might be difficult to view and use on a mobile device. The version that's not mobile-friendly requires the user to pinch or zoom in order to read the content. Users find this a frustrating experience and are likely to abandon the site. Alternatively, the mobile-friendly version is readable and immediately usable. If you haven't made your website mobile-friendly, you should! Contact us to learn more about how we can make this important change for you.

CREATE CONTENT



Creating and then distributing content is a great way to boost your search engine rankings. However, before you attempt to distribute this content, you need to be as specific as possible and define your target audience. Then you can place that content in places your targeted demographic is more likely to visit. You don't want to just increase traffic; you want to attract the *right visitors* who are more likely to convert into leads or customers.

Blog

There are so many reasons to blog: building trust among your buyers, positioning yourself as an expert or simply sharing news with your company's followers. But another important reason is that a well-executed blog can help boost your SEO rankings. When your blogs are shared and consequently clicked on, they move up in the search rankings.

Search engines love fresh, unique content. How often do the pages on your website change? Probably not very often at all. That's why you must keep a steady blog filled with new information every week. Search engines reward higher rankings to websites that consistently add fresh content and these higher rankings translate into new visitors and leads for your business. By blogging, you build relationships with your readers, position yourself as an expert in the field and perhaps most importantly, provide new content for Google to index. Putting some relevant keywords into your blog article is important, but don't get carried away. Instead of focusing too much on keyword placement and making sure you include

the words a certain number of times, concentrate on simply answering questions. Provide knowledge for those who reach your site. They don't need a million keywords; they need answers.

Be sure to include social networking links in all your blog posts (including Facebook like button) and an easy way to like your Facebook page. Also be sure to provide some sort of call-to-action (such as this e-book) to be able to foster conversions like email addresses or phone numbers.

Social Media

Social media provides a platform for direct communication between your customers, prospects, and employees. What's more, it is a key driver of content distribution and brand visibility online. Keep your company Page fresh with rich cover images that reflect your company's accomplishments, events, and offerings and share updates regularly.

Here are some impressive stats that illuminate just how much people are using social media to search:

- As of 2010, Twitter handled 19 billion search queries a month (that's more than 5x the queries handled by Bing)
- In 2012 Facebook said it got around one billion search queries per day.
- As of March 2010, YouTube got roughly 3.7 billion search queries a month. 100 hours of video are uploaded to YouTube every minute, making it one of the largest content repositories on the web.

Companies should expand their concept of SEO to include not just the traditional search engines—Google and Bing—but also social search engines. Building authority in key social channels is important and so is thinking about social media when designing your SEO strategy.

CONVERT VISITORS INTO LEADS



In order to convert visitors into sales leads, you will need to create a compelling offer in order to incentivize your visitors to take action. This could take many forms - an e-book, a newsletter list, or some sort of other gated resource. It could also be a free trial, consultation or perhaps a demo of your product. You want to deliver enough value to your potential customers, that they are willing to exchange some of their information for it.

Before developing a strong call-to-action, it is important that you have a good understanding of your target customer. What is the typical age range? What would be the most attractive offer to them? The more you know about your targeted demographic the better. These offers should be located everywhere – on your website pages, in your emails and blog posts. If you have an effective call-to-action, you'll convert a high percentage of your website visitors into leads.

Here's a quick checklist for the essential elements of a quality call-to-action:

- Copy that makes people want to act (keep it short and concise)
- Eye-catching design
- A clear value proposition
- A specific page (ideally a landing page) aligned with one stage in the sales cycle

TURN LEADS INTO CUSTOMERS



Once you compiled your opt-in list, it is important to send your leads targeted, relevant, and timely emails.

The Education Email

The early emails should be mainly focused on *adding value and educating your leads*, and as time goes on and you build a relationship with them, then your emails can become more promotional. By providing them with valuable information related to your business's area of expertise, you build a sense of authority around your brand that shows potential customers you know a lot about something that they already expressed an interest in.

The Problem Email

The second email in the series should still be focused on providing valuable information, but this time your goal should be to educate leads on why the problem they came to you about in the first place is worth solving. This second email demonstrates to your leads why their problem is important and helps create a sense of urgency that compels them to seek out a solution.

The Solution Email

Now that you've convinced your leads that their problem is important and worth solving, it's time to convince them that your product or service is the answer.

Although still educational, this email helps convince your leads that they need a professional service like yours and gets them thinking about who the right provider might be.

The Case Study Email

Now that you've convinced leads that their problem is important and that they need to find a proper solution, it's time to prove that you are the right provider for them. This email, combined with the sense of expertise you have built around your business by continually sending educational content, should give your leads confidence your business is the right choice and compel them to respond to your quote and purchase your services.

If at this stage in the series you haven't convinced your leads to purchase, then your chances of converting them are looking a little slim. So, you may want to consider offering some sort of discount or special offer to these customers. Although this may reduce your margins a little bit, this is the last email in the series and likely your final chance to convert them into a customer, so it's probably better to get them at a slightly discounted rate than to not get them at all.

Remembering these psychological triggers should also help you with your email campaigns:

Pain / Pleasure Principle

In marketing, we understand that all human behavior, at its root, is driven by the need to avoid pain and the desire to gain pleasure. Therefore, in order to influence someone's decision, you need to get very clear on who your audience is. You must know **who they are** and **what they want**. In your marketing message, your goal is to teach your leads how to move as close as possible to what they want before you ask for their money. The closer you get them to where they want to ultimately be, the more likely they are to buy from you in order to go the final few steps needed to arrive at their desired end result.

Novelty

We as human beings love novelty. Neurologically, it has been demonstrated that exposure to something new and unfamiliar increases the release of dopamine in the brain. Novelty makes our brains feel like there is a possibility for reward waiting for us just around the corner. That potential for pleasure motivates us to

seek it out. If you want your prospects to buy your products, create new ones, or just make a few tweaks, update the old ones, and rebrand them. You also could combine this with the scarcity trigger to release a certain product once every few months, so that every time it is released it creates a perception of novelty.

Inspire Curiosity

George Loewenstein, a professor at Carnegie Mellon, discovered that when there is a gap between what we know and what we want to know, we will take action to fill that gap. It is referred to as the Information Gap Theory.

Think of it like an itch that needs to be scratched. Our curiosity not only inspires action; it increases activity in the parts of the brain associated with pleasure as well. Triggering curiosity will ensure that your prospects open your emails, promote your content, and buy your products in order to fill the gap between the teaser you leave them with and the answer that lies beyond it.

Track Email Performance

- Click-through rate (CTR) - Click-through rate measures response: how many of the people clicked on the link(s) in your email? The CTR can give you a sense of how compelling your offer and email messages are. Experiment with different offers, subject lines, calls-to-action, and timing to improve your email CTR.
- Many companies focus on the “open rate” (percentage of people who open the email). However, open rate is an unreliable metric, as major email clients do not load the images necessary for tracking who opened an email. Instead of worrying about open rate, focus on the number of clicks your emails receive.
- Unsubscribe Rate - Unsubscribe rate measures the percentage of recipients who opted out of your email communications. As with open rates, the unsubscribe rate isn't a reliable picture of your email list's health. Many subscribers won't bother to go through the formal unsubscribe process but will just stop opening, reading, and clicking on your messages.

How Can We Help?

With over 18 years of experience, we can help you successfully navigate the digital landscape. We are a full service digital marketing agency, offering comprehensive digital marketing strategies with an uncompromising commitment to excellence and tangible results. We create cost effective marketing strategies that attract new customers, retain mind share with existing clients, and increase revenue.

Specializing in:

- Search Engine Optimization
- Pay-Per-Click Management / Google Adwords
- Web Design & Development
- Animated Videos
- Landing Page Design
- Professional Logo Design
- Reputation Management
- Social Media Marketing
- Online Listing Management
- Virtual Chat Bots

Call us at (858) 922-8873 to take your business to the next level.