

Making Your Mark Online

Develop Your Marketing Superpowers!

An overview of the range of online marketing strategies for achieving your website goals

Objectives

- Integrate Online Marketing in your overall marketing plan
- Recognize your options and make intelligent decisions
- Decide where to focus your attention
- Learn how to measure your results

Overview

- Online Marketing should fit into your overall marketing strategy
- There is more to online marketing than SEO
- Take advantage of the analysis tools available and learn how to analyze your results

Internet Marketing

Promoting one's online presence using a mixture of:

- Search Engine Optimization
- Search Engine Marketing/Paid Advertising
- Social Media
- Brand Management

The Web Marketing Mindset

- Take advantage of technology to
 - ◆ Build valuable long-term relationships
 - ◆ Create trust in your brand
- Be willing to communicate in a personal way
- Be patient! Takes time to develop

Simple and Free

- Email Signature
- Web Address on every ad and all printed material
- Network on <http://www.linkedin.com>
- Listing at <http://www.google.com/local>

SEO - Search Engine Optimization

- Cornerstone of online marketing program
- Many factors: content and incoming links are key
- Requires continual analysis and adjustment
- Some excellent resources
 - ◆ <http://seomoz.com>
 - ◆ <http://searchenginewatch.com>
 - ◆ <http://www.seo-guy.com/tutorial.html>

Google Results Page

- Consists of several key components
 1. Organic Listings
 2. Paid Listings (Sponsored Links)
 3. Local Results
 4. Products

Depending on the phrase you searched for, a range of other information could be displayed.

Local Results

- Make your location part of your value
- Stand out in the search engine results
- Look for opportunities to compete
 - ◆ Optimize your site to include your location!
 - ◆ Example:

<http://www.google.com/search?hl=en&source=hp&q=eugene+oregon+sound+systems&aq=f&oq=&aqi=>

Link Building

- A Key element to search engine algorithms
- Important to be in good communities
- Need something worth linking to
- Learn from your competitors incoming links
 - ◆ <http://www.google.com/search?hl=en&q=link:www.mightymerchant.com&start=120&sa=N>

Email Marketing

- Do it consistently, but don't overdo it
- Be familiar with best practices
- Use a program made for managing email marketing campaigns
- Relentlessly gather email addresses
 - <http://constantcontact.com>

Forum Participation

- Seek out group of users with like interests.
- Creatively do subtle self-promotion
- Establish yourself as an expert
 - <http://www.lampworketc.com/forums/>
 - <http://groups.google.com/>
 - <http://groups.yahoo.com/>

Video

Many services allow you to post Video at little or no cost.

- Great opportunities to assert your expertise
- Consider both on-site and off-site options
 - ◆ <http://www.youtube.com>

Content Writing

- **Content is key.**
- **You have two audiences: people and search engines.**
- **You want to develop content for your own site as well as look for other locations to post articles.**
 - ◆ **<http://www.ezinearticles.com>**

Press Releases

**Online press releases can get you
notoriety as well as incoming Inks.**

- <http://www.prweb.com>

Blogging

- A website focused toward sharing your ideas/opinions and inviting participation from others.
- <http://www.wordpress.com>
- <http://blogspot.com>

Social Media/Networking

Getting involved in websites whose purpose is to build communities of users

- Twitter - <http://www.twitter.com>
 - ◆ Follow HEROweb at <http://www.twitter.com/heroweb>
- Facebook - <http://www.facebook.com>
- LinkedIn - <http://www.linkedin.com>

Social Bookmarking

- Social Bookmarking
- <http://digg.com>
- <http://delicio.us>
- <http://www.stumbleupon.com>

An easy bookmarking widget you can add to your web site:

- <http://www.addthis.com>

PPC - Pay Per Click

- You pay each time someone clicks your ad in the search engines
- Sophisticated tools available for managing your campaigns
- You need to stay on top of what you are doing or it can get expensive.

<http://adwords.google.com>

Analytics

- Evaluate which of your marketing efforts are paying off
- Find high-performing keywords, develop more keyword phrases
- Find out what pages on your site are attracting visitors
- Find out when people leave
 - ◆ <http://www.google.com/analytics/>

Online Marketing Wrap-Up

- Prioritize where your strengths are
- Your unique value proposition should be inherent in your marketing
- A few easy steps can make a difference
- Consistent work will reap long-term benefits

Now Go Make Your Mark!

- Your online presence should be part of your overall business strategy
- Define your purpose, then plan how to make it happen
- Recognize the purpose of different technologies, how they fit in to the system
- Identify service providers, decide what should be used in your situation
- Understand general online marketing principles, determine what mix is right for your goals

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