

Module

05

ONLINE MARKETING



SMALLBUSINESSMASTERY.com



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Marketing Mastery Program – Module 5

ONLINE MARKETING



So what exactly does “online marketing” refer to anyway?

Online marketing is a term that is used so frequently and so inconsistently that no one is ever entirely sure what it implies. In fact, if you search “define online marketing” on Google right now, you will be presented with millions of results, yet you will be hard pressed to find 5 websites that share the same definition.

No wonder so many people are intimidated by the process of online marketing – they can barely figure out what it is, let alone how to do it!

This module is going to simplify this for you; we are going to define Online Marketing as it applies to (SME) *small and medium size enterprises - business owners*.

Forget about all of the confusing, vague definitions that coin “Online Marketing” as “an umbrella term that covers all online sales and promotion activities”. That doesn’t tell you anything. What you want to know is:

What are the benefits of having Online Marketing for my business?

Online Marketing, for you, means having one more tool at your disposal to make your presence known and bring more leads into your business. It’s as simple as that. There is no need to be intimidated or confused – Online Marketing is just the process of advertising using an online medium.

Marketing is changing and there is a place where our prospects and customers are hanging out each and every day, they are seeking answers and they want help. They are looking for products and services and you need to be aware of the opportunities that the internet provides and tap into it. Search engines such as Google, Yahoo and Bing are looking for web pages and digital content that can fulfill and automatically provide answers back to the searcher (your prospects or clients).

This table provides segments so that you can differentiate between the advertising vehicles. The awareness you now need when using any of these segments /or advertising vehicles, what and where a person is to go next?

Internal (Brick & Mortar)	Traditional - Offline	Digital /Internet - Online
Business Cards	Billboards / Outdoor	Website & Landing Pages
Brochures / Flyers	Direct Mail	Organic / Natural Optimization
Booklets	Magazine Ads	Google Places
Sales Counter / POS	Newspaper Ads	Google Reviews
Rack Cards	Press Release	Google Adwords
Referral Programs	Print Directories	Online Directory Listings
	Radio	YouTube Channel / Videos
	Seminars / Events	Email Database Management
	Strategic Alliance	Email Marketing
	Sponsorships	Social Media
		Social Media Advertising

R.O.B.O. Purchase Process

R.O.B.O. – “Research Online Buy Offline” or what is sometimes known as R.O.P.O. (Research Online Purchase Offline) is a rising trend in buying behaviour. Most consumers these days will research prospective purchases, restaurants, movies, plays, travel routes; just about anything you can think of, ONLINE prior to purchasing goods or services OFFLINE.

Not only are people researching online before purchasing, but they are doing so more and more, using multi-platform devices, especially smartphones to enhance their shopping or pleasure-time experiences. It is estimated at least 34% of mobile users have made a purchase

via their mobile device, 72% have used their mobile devices in store to compare pricing among other things, and 88% of consumers use the internet to enhance their shopping experience.

Your business may not sell products online but you still need to be present, because your prospects and customers are searching online in ever increasing numbers, looking for product and service information, prior to making a purchase or visiting your business. When consumers search for a local business:

- ★ 33% use search engines
- ★ 23% use printed yellow pages (this is decreasing rapidly)
- ★ 22% use online yellow pages
- ★ 13% use local websites
- ★ 9% use social media

These results indicate the importance of your businesses online presence. Consumers purchasing habits are changing and changing the way they shop. If they can't find you online you will be missing out on enormous opportunities to entice people to use your business for their next purchase.

There are those consumers who walk into a store not knowing what they will find, and there are consumers who walk in knowing exactly what they want because they have researched the product online. These people who have done their research before visiting a store are known as "cross-channel shoppers". Cross-channel shoppers spend an average of \$458.00 on products they have researched online and bought offline, 47% percent of them end up spending another \$154.00, on average, for additional products.



"Think with Google" is Google's industry source for insights, trends and research in digital marketing, creative inspiration, industry intelligence and best business practises. (Click below for link.)



The internet is an incredible marketing tool you have at your disposal. Throughout this module, we will show you how to use this tool effectively by sharing the following information with you.

1. Active Website, landing pages
2. Organic or Natural Optimization
3. Google Places (Brick and Mortar locations)
4. Google Place Reviews
5. Google Adwords Advertising
6. Online Directory Listings (Name Address & Tel.)
7. YouTube Channels for Videos
8. Email Database Management
9. Email Marketing
10. Social Media
11. Social Media Paid Advertising

1. Website, Landing Pages

How does having a website improve your sales and marketing? If you create an advertising campaign through one or multiple vehicles (Newspapers, Traditional off-line, Internal Flyer or Google Adwords – online) all of the combined efforts **MUST** lead to your website. This is where you can tell a better story, create a better call to action, and can track and measure the advertising campaign results.

Landing pages are created and used to direct searchers on the web to a specific page, that provide information on a product or service, rather than to your home page. If you direct people to your home page when you really want them to view a product or service, then they have to find what it is they came there to look at. Rather, if your link or Ad URL is a Landing page specific to the Ad then it makes it easy for them and your conversion will be better. Landing Pages are also known as “lead capture pages” and they are a single page that appears when a person clicks on an online advertisement or promotion. The goal of the landing page is to improve the conversion rate of visitors into sales or leads.

Creating a Landing Page gives you the opportunity to fully explain the product, service, promotion, offer or educational information to the searcher by providing good content writing and a call to action to either convert the searcher into a client and therefore sales, or to capture their information; address, telephone number and Email address for your database to be used for demographics and for future advertising.

Track and MEASURING using Sub-domain or URL(s) and Google Analytics – review in Module # 3 websites

People LOVE to find information online – that’s why Google is ranked the most popular, number one website in the world. It is everybody’s favorite source for knowledge these days. Forget going to the town library – kids are finding sources for their next essay online. Forget flipping through the phonebook for a number – people are looking up contact information online. Forget pulling out a map to figure out which route to take – people are getting directions online!

None of these statements seem entirely relevant to the business owner, do they? But what about this one; **Forget taking a walk down Main Street, forget asking friends for recommendations, forget flipping through telephone directories – people are deciding where to eat by searching online.**

If you ask us, “Why would I ever need to get a website for my business?” that’s our answer.

Now that you know your website is actually a 24/7 sales representative, we guess you’ll want to know how to make this work in conjunction with your marketing efforts.

Run an Ad that drives searchers to a website sales page or landing page

How you go about creating a sales page or landing page on your website depends on just how involved you want to be in the process. Obviously, you’ll want to be in control of the end result – you will want to be the one who decides what is included on your site and what isn’t.

It is all about Content Writing

Re-cap Module # 2 writing your copy, education points

This is where your sales page or landing page content is also used. If you are still feeling that writing is NOT your forte, here is an easy process that works brilliantly.

Your website sales page / landing page is usually long-copy and scrolling content, somewhere between 3 to 8 scrolling pages. You will ask “how I am supposed to do that”. Well! You are probably great at selling your product or service face to face, what if you could bottle this or duplicated this? With your 24/7 online sales representative, everything that you say face to face can be multiplied.

Here are the steps to produce the content you need, in less time than you thought you could, and in a way that will help you sell your product or service even while you sleep. It is called **education based marketing**

Step # 1 - Record yourself when selling – YES this works—whether you are on the phone or in the store or on a sales call. The equipment is so inexpensive to purchase at retailers like The Source, Future Shop OR Staples.

Step # 2 - Transcribe the audio to a word doc. Type it yourself/have someone type it for you.

Step # 3 - Edit the transcription to remove unnecessary words or re-arrange so that it reads in a logical manner.

Step # 4 - Remove what the prospect/client has said, unless it is something that can be used.

Steps # 5 - re-arrange content writing in a logical order

Step # 6 – This is a good start to the content for your sales or landing page. Add an inquiry Email address and follow up any inquiries that you receive.

Products: **Dragon Naturally Speaking** or any recording device.

Consumers are increasingly using Google, Yahoo and Bing to locate products, services and information. Traditional advertising, newspapers, magazines, television and radio, and the budgets required for that type of advertising are being replaced with advertising on the internet.

Search engines “crawl” web pages for content, to find answers to web searcher queries, and your company can just turn up naturally on search listings for free. However, to ensure you are found, noticed and rank well, there are tactics that need to be used.

Web Searches and Tactics that are Critical to being Found Online:

Brand Name Search and Non-Brand Search – What the heck is Google talking about?

Branded Search - is when a searcher knows your business name, telephone number and/or your domain name and types it into the search bar. These people are likely already clients or are aware of your business and your reputation.

Non-Branded Search - is when a potential customer (searcher) types in a general query for a service or product in the search bar, this is when it is important to rank well, so that your business appears high on the first page of results. In order to rank well in the results of a non-branded search your website must have relevant content writing; contain keywords (words that the searchers use) for your industry.

Not to be mixed up with Direct Response (Module # 2 – Types of Marketing)

Organic Search (unpaid)

Is all about website content (note: content can be written copy or video with keywords) and keywords that can be crawled, indexed and ranked by the search engine, so that a searcher

(potential client) receives the information they are seeking, and your business is Found and Noticed. Organic search continues to provide value over time. Searchers click on organic results the majority of the time; an organic listing is two to six times more visible than a paid one. Whatever the return is from paid search, your organic search return will be greater. If your site is visible in both paid and organic search, those strategies will provide an even greater return.

Note: Google is continually changing the game in the way organic search is ranked. Google's #1 goal is to make the search results the most relevant for the user. In days past, you could use all kinds of 'tricks' to fool google and get near the top. That is becoming harder and harder to do. The best way to get organic results is to have recent relevant content for your users.

Paid Search (pay per click) Advertising with Google Adwords, YouTube, Yahoo or Bing etc...

Paid search ads are how search engines make money. These PPC ads (pay per click) are called Adwords in Google. Each time someone clicks on the Ad the advertiser pays a certain amount. Paid Search is composed of results that are generated by search engines mining the web, extracting the content, assigning value and relevance to each page and then return and rank those pages for each query. Businesses are increasingly savvy about paid search. It's a measureable advertising mechanism by which you can track exactly how much you're spending and what the return is.

Note: See Module #3 - Adwords

Traditional Advertising - still works BUT it is the behavior of our potential customer that has changed. When these potential customers see that traditional ad, they then go online and search for you and it is there that you may lose out – if your potential customer can't find you in a search you are feeding them directly to the competition and that is throwing away your hard earned money – crazy RIGHT! It is happening much more that you think.

Learning more about what your potential customers are searching for and how. Fishing in an area where the fish are. And this works!

Note: the best way to move a prospect from a Traditional Advertising medium to your Landing Page is to have a specific URL. For example rather than pointing someone to www.jamiecunningham.com/free-webinars/numbers-that-drive-profit better to have a unique URL like www.cashflowdrivers.com This is much easier for a person to remember. Then this URL will point to your landing page.

How does a prospect find you when searching?????

There are four pillars that a search engine provides to help business websites be found -

Organic Search / Local Search / Reviews / Paid Search

A query or search is about the keywords that a user can type into the search engine and those can be either:

SHORT TAIL KEYWORDS	BENEFITS
Commonly used words that target a broad audience, usually one or two words e.g. Lawyer or digital camera (very little conversion or clicks, too vague)	<ul style="list-style-type: none">★ broad results★ lots of traffic★ helps site ranking

LONG TAIL KEYWORDS	BENEFITS
A phrase or question that targets a specific audience, using 3 to 6 words that are specific and relevant to the products you sell or any phrase that uses a model name, number SKU or price e.g Family Lawyer in “your town” (higher conversion rate or clicks better ranking) or Panasonic Luxis SZ5.	<ul style="list-style-type: none">★ easier to rank in search engines★ target a specific audience★ cost less per click when using paid advertising★ improves conversion rate

Finding Long Tail Keywords

- ★ ask friends and family what they type into search engines to find products
- ★ look at competitors product pages and note what long tail keywords they use
- ★ look at your own analytics to see what users have typed in to find your website
- ★ delete any words or phrases that are too generic to find your product
- ★ make sure all appropriate long tail keywords are added into your website content

Users who make longer, more specific searches know what they are looking for and are further along in the sales cycle and more likely to convert to a sale.

It is beneficial to use both short tail and long tail keywords so that you generate as much traffic as possible while reaching your target audience.

When writing for your website provide clear, meaningful, well-researched content. Keywords or phrases should fit naturally into your content, avoid adding multiple long tail keywords and your potential customers will find you.

Note: Google Auto Suggest—A tool to research keywords, which maximizes research time and generates a large list of keywords.

2. Organic Search or Natural Optimization

Are the result pages on a search engine, relevant to the search terms used, rather than being paid advertisements? Users click on organic search results more often than paid search (advertisements) as people often avoid what they know is an advertisement but it is necessary to have both types for a successful website.

- ★ Links to certain pages on your site = i.e.: sales or landing pages or yellow pages, newspapers blogs discussions.
- ★ Website Content
- ★ Region or Area

3. Google+ Local = Local Search

Google Places is a web mapping service provided by Google. It is an official business listing and is done in order of phone number and address on Google Maps. It is similar to Yellow Pages or any paper Phone Directory listing, only online. When searchers type in a general inquiry for a type of business in a certain area; e.g. a veterinarian in Orangeville, the results will display all veterinarians that are on Google Places that match the criteria. A map appears showing the location of those businesses, their address, telephone number, Email etc. This is one more way to have your business Found and Noticed. It is extremely important that you own your Google Places, if you don't and a third party set it up for you, you need to reclaim it or have your webmaster do so. The information that you supply to Google Places must be consistent with all other information that is connected in any way to your website. Business name, address, telephone number, email address etc. should all be written in the same way, if it is not, when a search engine mines the web, your information will not match up and may prevent you from appearing on the search results.

Note: right now Google Places provides a great way to get an edge. Many, many small businesses are not using this and that might include your competition. Yet Google uses it massively for its users (your customers).

The image shows a Google search for "tires brampton" with several annotations:

- 5 | GOOGLE ADWORDS ADVERTISING**: Points to sponsored results for Honda Tires Special, BFGoodrich Truck Tires, and Best Deals on Tires.
- 2 | ORGANIC OR NATURAL OPTIMIZATION**: Points to the organic result for Tire World Inc.
- 4 | GOOGLE + LOCAL REVIEWS**: Points to local listings for Tire World, Brampton Tire Discounter, Noble Tire Brampton, New Millenium Tire Centre, and Bramalea Tire, with callouts for "25 Google reviews" and "16 Google reviews".
- 3 | GOOGLE + LOCAL SEARCH - GOOGLE PLACES**: Points to a map showing local locations marked with letters A through F.
- 5 | GOOGLE ADWORDS ADVERTISING**: Points to sponsored results for Lowest Tire Prices, Kal Tire, Discount Tires Brampton, Bramalea Tire, and Michelin Canada.

Advantages of being on Google+ Local

- Improves exposure to online traffic
- Increases activity for local search
- Improves the likelihood of your business being Found and Noticed

- Links your website to Google maps
- Provides your business location and driving directions to get there
- Allows you to add photos and videos to your listing
- Allows clients to interact with your business, through Google Reviews
- Gives you an advantage over businesses not on Google Places

How to Claim Your Google Places on Google+ Local

1. Go to the Google+ Local homepage on the web
2. Search for your phone number, in case Google+ Local has been set up for you by a third party.
3. Add or revise your business details – address, phone number, Email, website and company description.
4. Add in your hours of operation for your business
5. Add any photos or videos to be included
6. Add additional details about your business such as, products, services offered and brands available.
7. Submit for review and confirmation – Google will mail a card to you with a confirmation code for you to enter.

NOTE: If you are not comfortable doing the above yourself, your webmaster can do it for you.

4. Google+ Local Reviews

Google+ Local Reviews appear automatically, along with the Google+ Local results of an internet query. They allow users to comment on businesses listed on Google+ Local which includes a rating system. Business owners should be aware of this, as it cannot be controlled, and actively monitor the comments to get a feel for how consumers perceive their business. Negative comments can and should be answered by the business, to try and find a positive outcome for the displeased person, ignoring them does no good and could be harmful to your businesses image.

- Directory listing – Ensure Correct, Consistent quality and Completion of your listing: Name, Address, Telephone and website EXACT matches to you website. It can get passed around and inputted by a 3rd party or put in by you with no awareness of the importance and value consistency has. Directory DATA clean up!
- Links
- Google places (Google+) exactly how it appears – on every digital listing....

Reviews:

Search yourself and read what others are writing!

- ✓ Post a reply
- ✓ Post an apology
- ✓ If you are there and you didn't list it who did?

5. Google Adwords Advertising

Adwords is an advertising service for businesses, offered by Google. It is an advertising service whereby businesses bid on keywords in order for their business to appear in answer to a query typed into a search engine. Keywords are words or phrases that are used in search engines by potential customers, when looking for a product, service or a company, and these keywords determine where on the results your business will appear.

Definition of some Adword Terms

- Keyword – a word or phrase that is used by a searcher when typing a query into a search engine.
- Landing Page – a web page that a searcher arrives at after clicking on an Ad.
- CCP – cost per click is the maximum you are willing to pay for each click on your Ad.
- Split Testing – by showing multiple Ads you can determine from the results, which is most effective.
- Ad Ranking – the position your Ad appears, after a query, is based on the Keyword maximum bid and Ad quality score, determined by the search engine.
- Ad Group – contains one or more Ads with a target set of keywords and/or placements

Advantages of Google Adwords

1. Every business can afford this program no matter how small
2. This form of advertising is flexible, allowing you to advertise more during your peak periods
3. You can advertise any special events or promotions that you are running.
4. You can advertise at a nominal fee and compete with online directories.

When using Google Adwords, research and planning are important. Keywords are used by consumers to locate products and services, by ensuring that your keywords attract qualified customers and by monitoring and testing your results you can truly make this form of advertising pay off.

6. Online Directory Listings (MAP - name, address & phone#)

Online directory listings are just like the book versions. Directory listings can create a valuable link to your website and other social media. They can improve the visibility of your business on Google and other search engines. Directories are highly attractive to search engines; just type in a query to Google and see for yourself how many directory listings appear on the first page. Regular fresh content (new listings), relevant, related content, multiple links to other business sites, overall size and longevity, all make directory listings very visible on search engine results.

Advantages of Directory Listings

- Most directories are low priced
- They place you with other similar businesses
- They increase the number of places your business is seen
- The more places your business is seen gives the business credibility
- Well written, clear information helps you stand out from other businesses

7. YouTube Channels for Videos

What is YouTube?

YouTube is the largest video sharing site on the internet and is owned by Google. It allows anyone to upload short videos to the web for either public or private viewing and users can post, view or share videos. YouTube is also used for businesses to promote their products and services and Google offers revenue sharing for clicks on video advertisements. With four billion views per day it outdoes three of the major US networks combined, so the potential audience for your advertising video is enormous.

So what can YouTube do for your business?

It can deliver your message through your YouTube advertisement to the right people at the right time, every business has a target audience, and you can select your audience by gender, age, interests and location. 43% of people that view YouTube advertisements buy the product or service they view, that is a pretty good conversion rate.

YouTube is also the #2 search engine in the world. Crazy right?

There are 2 main ways to use YouTube:

1. **Post Video Content** - this is where you've created video content and posted it for people to view. Why would you want to do this? YouTube is a great medium to leverage your Education Based Marketing. If creating a video does not scare you, you can take

the content you created in Module #2 and make a video out of it. That video can then be embedded on your website as well as being visible on YouTube. Other types of video you could do are customer testimonials, product demo's and direct sales.

2. **Paid (PPC) Advertising** - just like Google Adwords, you can put your ad on a video. This obviously requires more work than Adwords but can be very powerful. YouTube allows you to target your audience by gender, age, interests and location. 43% of people that view YouTube advertisements buy the product or service they view, that is a pretty good conversion rate. Let's look at this a little closer.

How do you advertise on YouTube?

There are three simple steps to putting your video advertisement on YouTube:

1. Upload your video to YouTube (your advertising)-Video Ads help you show clients and prospects what your business is about, how it operates and what it can do for them. So you need to start the process with a plan, what do you want these people to know about you and your business? Good quality video will get their attention.
 - ★ What do you want the Ad to do?
 - ★ Is it to drive viewers to your website, to your store or to generate a phone call?
 - ★ Decide if you want to demonstrate your product, tell people what your services are or to give them a tour of your business?
 - ★ The recommended length of a YouTube video is 20-40 seconds so after shooting your video it will have to be edited.
2. Create an Adwords Account—YouTube Ads are powered by Google Adwords so you can track and measure your advertising results.
3. Launch your Video Advertising—all the instructions can be found online

What you need to create your own video:

- ★ A computer with basic editing software
- ★ A digital camera that takes video
- ★ A memory card and camera charger
- ★ A connection from the camera to the computer
- ★ A script and cue cards
- ★ A camera tripod

The other option is of course to hire a professional videographer

8. Email Database Management

Creating a database that works is one of the most important marketing strategies you can develop for your business. When you have a system in place where you can track and measure results and prove that the system works; it not only provides value to your day to day marketing but adds value to your Goodwill when you go to sell the business. A good accurate database allows you to automate marketing to your list of clients and gives you the added benefit of choosing who in the database you wish to market to, for any given campaign.

Most businesses have some sort of platform where they can input data about their customers. These platforms are the perfect place to gather information on your customers that you will need to input into a CRM system that will automate your Email marketing and provide the follow-up that is vital to business success.

Below are some examples:

1. POS – Point of Sales – if you have a sales counter you are most likely putting customer information into this system. This is a system where with a few adjustments you can collect the right information that will pay huge dividends.
2. Bookkeeping Program – in your bookkeeping system (QuickBooks, Simply Accounting, Xero etc.) you produce quotes and invoices for your customers and input their information such as name, address, telephone number and Email address.
3. Appointment Scheduling Program – many businesses have a program that allows them to schedule appointments for their clients for instance automotive shops, doctor's offices, dentist's offices, chiropractors, massage therapists etc.

There are many CRM (customer relationship management) programs available to business. These programs put marketing, sales and customer service on auto pilot. They organize and automate, lead generation and lead conversion, educate prospects, cultivate lasting relationships and provide follow-up ensuring customer satisfaction. Using a CRM program will help you build your customer base actively, systematically and methodically. You can combine what you know about your contacts, prospects and customers into one easy to manage computer program. You can organize the list into groups that suit your needs such as products bought or things they are interested in.

These CRM programs can be used for:

- ★ loyalty campaigns
- ★ marketing blasts
- ★ newsletters

- ★ courtesy calls
- ★ special occasion announcements
- ★ relevant follow up
- ★ promos

The benefits are enormous; it keeps your marketing organized, professional and all your sales and marketing information in one place. Your customers will love the service this provides and will keep you and your business in their mind when they are ready to buy. When your customers are happy and satisfied you can be sure they will refer you to their family and friends.

CRM Program Examples - Infusionsoft, Sales Force, BASE

Mastering Follow-Up

Effective follow-up is a key component in converting contacts and prospects into loyal customers that buy. By using consistent, effective follow-up you can grow your business exponentially. Some points you must keep in mind when planning a follow-up sequence are:

- ★ Education – provide valuable, accurate, insightful information to prospects and clients that will interest and help them
- ★ Repetition – repeating your message keeps you and your business in the minds of prospects and customers when they are ready to buy one or more of your products and/or services.
- ★ Variety – your message can be the same, but to provide variety, can be sent in different ways through, direct mail, phone call, Email, fax, voice mail and other media (newspaper, magazine, flyers etc.)
- ★ Character & Persona – people love to know the person they are doing business with. An honest, friendly, humorous and interesting face to your business is attractive to prospects and customers alike, and the word will spread.

When interacting with Prospects and/or Clients:

- ★ Be conversational
- ★ Laugh at yourself and your mistakes
- ★ Be open, talk about your personal life and your interests
- ★ Treat clients as friends
- ★ Be aware of what is happening around you and in the world and share it

Increasing and keeping clients in your database can be a challenge. Some businesses choose to purchase Email lists but these can cause problems with invalid addresses and input people into the database that have no interest in your product or service and will never buy from you. The best way to increase and retain clients on your database is to provide value and be clear about

what they are subscribing to. Marketing automation or drip marketing helps keep your leads and current customers in the loop and engaged with your business. Using the ability of your chosen software (CRM) you can target the right people at the right time with the right product or service.

Measuring ROI (return on investment) can be difficult with Email advertising and marketing. This is where the integrated system or CRM can really help. You can track responses to the marketing sent out, web pages viewed and conversion rates, among other things, this is called closed loop marketing, which gives you a clear view of what is working, what is not and what has been successful

9. Email Marketing

Email marketing or advertising is just one part of your overall advertising strategy and is the perfect opportunity to educate your clients about your business. It is inexpensive to use; you are in complete control of how often an Email campaign is sent out to your clients and prospects and some of the Email marketing can be automated. If you are just starting out using marketing Emails you will be wondering what type of communication you can send and how you can use it to help grow your business. The following will give you some ideas on how Email marketing can be utilized.

Examples for Email Platforms to use for Email Blasts - Mailchimp, Constant Contact and Infusionsoft (also for CRM)

Types of Marketing Emails:

Newsletters – when you start to develop your newsletter, keep in mind that they can be used both to foster your existing client's relationship with your company and to expand your customer base by marketing to prospects. Similar to newspapers, if there is interesting, informative, useful or entertaining content, people will come to look forward to reading the next edition and therefore stay in the loop and stay subscribed to your Email marketing program.

The Goal-

The most important thing to consider is what would you like to achieve with the newsletter, in other words what is the goal?

- Enhance existing customers experience with your business
- Remind them often of the products and services that you offer so that when they are ready to buy they have you in mind
- Increase the number of clients by converting prospects to buying customers
- Track the results of your newsletter

Content -

After deciding what the goal for the newsletter is you will next need some content. Instead of re-inventing the wheel, consider the content that you already have on your website or any blogs that have been written, can this be re-purposed for the newsletter? If so, does it need editing or content added to it? Always keep in mind what the goal of the newsletter is; are you having an event, offering a promotion or discount on a product or service, are you asking people to fill out a survey?

Call to Action -

As in all other advertising don't forget the all-important "Call to Action" this should be front and centre of the newsletter and can be placed more than once in the content. What is it you would like people reading your newsletter to do? Call for more information, drive traffic to your website, take advantage of a discount or promotion, fill out a survey or fill out a ballot to enter a contest, you decide, there are numerous ways to have people act.

Design -

Now you need to look at the design, what images or photos will you use and where will you place them? Will they be above, below or among the content? If you have more than one subject in your content writing you will need to decide in what order of importance those subjects need to be placed.

Template –

Below please find sample templates of newsletters to help you get started, and don't forget, always have a call to action placed close to the top and measure your clicks and conversions.

Dedicated Emails or Stand-Alone Emails – This type of Email marketing is when you are sending out one single, specific offer (usually sent to your whole database of prospects and clients). These can be used in the case of a promotion or discount on a specific product or service or for an event you are having.

Content – as this Email contains only one specific message you can re-purpose the information already set up on your website landing page, with some editing and/or additions this Email can be ready to go in short order. None of the information need be prioritized as the communication is about one single promo or event.

Call to Action - for a dedicated Email the Call to Action should be front and centre, as it involves just the one message which will give it more impact for the client or prospect reading it.

Tracking – again as the Email is dedicated to one subject it will be easy to track and measure the clicks conversions and the ROI.

The only disadvantage to dedicated Emails is that they don't have a specific schedule and are sent out only when you want to advertise a single promo, discount or event and cannot include any other information; although this is really balanced with the advantage of only writing about just one particular marketing event and focusing on just that one thing.

Lead Development – this is a marketing term for an automated process of prospect communication with a goal of turning those prospects, not yet ready to buy, into clients; therefore growing your database. They are usually a series of Emails containing useful content that have a clear objective, with the single intent of conversion. These Emails are sent out automatically according to a set schedule when leads come in, that move them forward in the buying cycle.

Lead Development Steps

1. Understanding your lead enables you to provide them with relevant content. Incorporate questions in the Email to collect information such as name, address, telephone #, and Email address, using a double opt-in to ensure correct information. Future Emails could ask further questions such as their industry, title and role.
2. An automated “welcome” is a good place to start when a new lead enters your database, this gives you the opportunity to send out some educational information about your business and gather more information about them.
3. Ensure any messages sent out have a “what’s in it for the buyer” component to add value to your message. Targeted Emails are much more successful than mass communication.
4. Evaluate the lead conversion rate by tracking and measuring your results.

Transactional Emails - are Emails sent to one person, as a result of an action triggered by your contacts and help complete their action. They are automated notifications such as welcome Emails, a thank you, shipping notices, order confirmations, purchase receipts and password reminders to name a few. These Emails give the user the knowledge that their transaction was processed correctly. Although the term infers E-Commerce, not all transactional Emails are related to purchases. They can refer to triggered, automatic, real-time or personalized Emails.

Types of Transactional Emails:

- Sign up for a service or newsletter
- Request for a new user name or password
- Change an account profile

- Request updates or notifications
- Make a purchase online
- Track a shipment
- Renew a subscription
- Get a reply to a comment
- Get a response to an online survey

Transactional Emails are not generally considered as marketing but these Emails can contain marketing messages.

Email Marketing Metrics – in order to determine if your Email marketing is successful, you need to conduct an analysis of each campaign. The following are some of the metrics you can use:

- 1. Bounce Rate** – is the percentage of Emails that you sent that could not be delivered. If your bounce rate is high that indicates that your database information is incorrect and needs work. There are two types of bounces a “Hard” bounce and a “Soft” bounce. A hard bounce indicates that the Email address is invalid, closed or non-existent and can never be delivered. A soft bounce may be caused by the recipients Email box being full, or a problem with their server, their server may hold the message for delivery when the problem clears up or you may have to re-send the Email
- 2. Delivery Rate** – the percentage of Emails actually delivered after deducting the bounces. If this number is low then it indicates that you have too many invalid Email addresses in your database and this will need to be addressed as the message must be delivered if the campaign is to be successful. A delivery rate of 95% is ideal. Another factor could be spam, look at your subject line and determine if that could be mistaken for spam by a prospects firewall.
- 3. Email List Growth** – an Email marketing program needs to have new names added continuously to keep it healthy. Over time Emails can go bad, people move, change jobs, switch providers and create new accounts. An Email list over a year’s time may have as many as 25% bad addresses for various reasons, so it is important to continuously add new contacts to your database. You can calculate your growth rate by subtracting opt-outs and hard bounces from the number of new Email subscribers gained in one month and divide that number by the size of your original Email list.

4. **Click Through Rate (CTR)** – defined as the number of people who clicked on one or more links contained in your Email message. Calculating how many people clicked on your links indicates whether your message was relevant or not, or if the offer in the message was good enough to have them take the action required. Different types of Email marketing messages vary in response expected, so it is necessary to monitor the CTR for these different messages separately.
5. **Conversion Rate** – the percentage of message recipients who clicked on a link and completed the action required such as filling out a form or purchasing a product. Conversion rate is the most important measure of your Email campaigns effectiveness and how relevant it was to your audience. In order to measure your conversion rate your Email platform needs to be tied to your web analytics, this can be done by creating unique tracking URL's that identifies the Email campaign the click came from.

In conclusion integrating Email marketing into your overall marketing plan; is a great resource for driving traffic to both your website and to your business, done well it can be of great value in turning prospects into buying customers.

10. Social Media

Integrating social media, with your other online marketing strategies, is necessary to ensure that your marketing meets the interests and needs of your target audience. Online advertising is outperforming traditional forms and recognizes that existing customers are your best assets. The technology allows you to influence your clients before and after a sale as you can reach out to remind customers to return and have them spread the word with a click, a share or a tweet.

Marketing through social networks is not only about selling your product or service, it is also about having open, honest conversations with your target audience by posting frequently about your product, what's new in your business and what promos or special events you are running.

The user profile is what distinguishes social media networking. It brings together people who have the same interests, activities and contacts. This enables businesses to advertise to audiences in quite a different way.

There are six types of social media:

Social networks – these are services that connect people of similar interests and background e.g. Facebook and LinkedIn

Bookmarking Sites – a service that allows you to save, organize and manage links to websites and resources on the internet. e.g. Delicious and StumbleUpon

Social News – a service that allows people to post news items, or links to articles and then users vote on those items. e.g. Digg and Reddit.

Media Sharing – a service that lets you upload and share various media such as photos and video. e.g. YouTube and Flickr

Microblogging – a service that focuses on short updates and news to subscribers. e.g. Twitter

Blog Comments and Forums – these allow members to hold conversations by posting messages. Some of these media services do overlap.

So how can you effectively use social media to advertise and grow your business? First you need to form a social media strategy, and then decide which media sites will fulfill that strategy. Following find some questions to ask yourself, to help form that strategy.

1. What does your business need? Are you looking for staff? Do you want to market a new product?
2. Who are you trying to attract? Prospective employees, a target audience for a certain product?
3. Who on your staff will manage the social networking page and have access to it?
4. When you have these answers you can look at which sites will meet your needs

How to Advertise

- ★ Choose your audience- sites like Facebook let you choose individuals or groups by using information on their profiles such as age, gender, location, college, status and interests.
- ★ Make your advertisement an attention getter, with so many users of social media you can get lost among the many.

Advantages:

- ★ Builds consumer relationships
- ★ Word of Mouth
- ★ Provides Feedback
- ★ Allows you to provide customer service
- ★ Low cost
- ★ It is where your customers are
- ★ Gives the public a perception of your business
- ★ Learn about clients/prospects

Disadvantages:

- ★ It can be time consuming
- ★ Long haul strategy
- ★ Exposed to negative comments
- ★ Loss of control

The three most popular sites:



www.Facebook.com

Facebook is a free to all, social site for friends, family and associates that hosts 3 million people and is the most popular social media site. A Facebook page is an extension of your business; it makes your business easy to find, enables you to have one-on-one conversations with customers who can "Like" your page, read your **Posts** and **Share** them with family and friends. You can reach large groups of people with messages about their interests and needs. Analytics for your page can be set up to better understand your customers and your marketing activity.



www.Linkedin.com

LinkedIn is a networking tool for professionals, with 55 million followers, and is an online contact database where people can update their employment information. Professionals can build their identity online, and stay in touch with colleagues. It helps people discover opportunities, business deals, new ventures and employment leads. You can get the latest business news, inspiration and insights. It is a directory for both individuals and companies to find a job, find sales leads and connect with potential business partners.

LinkedIn Benefits:

- ★ Empowers employees to post information about available positions
- ★ Custom searches allow you to look through profiles by company, industry, university and degree
- ★ Status messages appear on your "Friends" home page, a great way to get replies to your employee search
- ★ You can link external content to your profile so things like articles or blogs about your business appear



www.Twitter.com

Twitter is a micro blogging service that enables users to send and read short 140 character text messages. It can be used by small businesses to connect with existing or new customers. It is an easy way to share and promote information about your products and services. This is the perfect, word of mouth communicator.

11. Social Media Paid Advertising

Facebook Advertising

Facebook is an online social networking service and is the most used social network in the world with 1 billion active users. Their mission is to let people share and be connected. What better place to advertise? Businesses pay Facebook to show their Ads to people who may be interested in their message by targeting locations, demographics and interests of the Facebook users. On Facebook you can target your Ads to people you would like to connect with and decide how much you want to spend. You can also track and measure your results with Ads Manager to determine what Ads work best.

Facebook Ads are shown to specific groups on both desktop and mobile. Creative content and a targeted audience will get you Likes, Comments and Shares. When people **Like, Comment** or **Share** with their Facebook friends, those friends also see your Ad giving you an ever expanding audience. Your Ads are created to drive sales to your website, get people to install your App and to build your brand.

Facebook now provides Ads for mobile, 60% of users access Facebook via phone and tablet. Mobile Ads earn more than 2.5 times that of desktop Ads.

Different Ways of Paying for Facebook Advertising

1. Choose a daily budget (for continuous ads)
2. Choose a lifetime budget (for time limited Ads)
3. CPM cost per thousand impressions bid
4. CPC cost per click

The advertising cost is set up similar to Google Adwords; you set the budget and can view the cost of your Ads at “Ads Manager.

LinkedIn Advertising

Advertising on LinkedIn is a good choice for many businesses. It does have a smaller audience than Facebook but still has 100 million in the USA alone, as it focuses on business connections.

LinkedIn does provide targeted options such as job title, employer, role, skills/interests and the profiles of the members contain very detailed and up to date information. LinkedIn has a self-service advertising platform and allows you to design different types of Ads, create groupings, define bids for campaigns and has metrics to track and measure the performance of those Ads.

The cost of advertising is set up almost the same as Google Adwords and Facebook with (CPM cost per thousand impressions and (CPC) cost per click.

Twitter Advertising

Twitter is a live platform built around online conversations as events happen around the world. There are several options to advertise:

Promoted Tweets

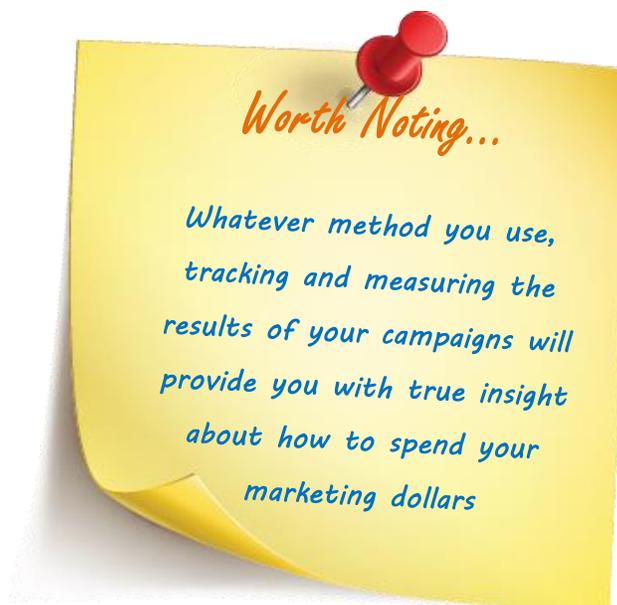
Businesses write a tweet and have it inserted into timelines of certain people, accounts or related search results. You can insert keywords in order to target a specific audience and can also target Ads through geographic location, interests, gender etc.

Promoted Accounts

You can pay Twitter to promote your account to be seen by more people. Twitter runs an algorithm to match your account with similar accounts and you then show up on the “who to follow” tab.

Promoted Trends

These are keywords or hash tags that are getting a lot of usage on Twitter. Businesses can buy their way to the top of the list. This is often used to promote something new that might interest users when it is seen on the list. Payment again is similar to the other social media advertising. You pay only on the responses of a promoted Tweet.



Summary

We have now provided you with a lot of information about online marketing.

So what next?

You will need to consider which of your products or services that you will advertise online and which of the online vehicles best suit those products and/or services.

The best place to start is with your website, by creating (or having your webmaster create) specific landing pages (URL) for those products/services that you are going to advertise. You must also ensure that any other advertising whether online or off-line has a link to that specific page. As we have stated several times **ALL** advertising must lead to your website.

There is no need for you to do all the things discussed in this module, but a specific landing page for each product or service advertised is necessary. When you have that established, you can go through each of the other tools covered in the module, and decide if they are a benefit to your business and will work for you. Don't forget, you can track and measure these online methods of advertising, so that after a trial period, you can determine whether or not that method worked or not.

Online advertising is becoming an important place for businesses to advertise, as more and more consumers use the internet to research and purchase products and services, and will only increase dramatically in importance as the world becomes more online than off-line.