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INTRODUCTION TO INTERNET MARKETING



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CHAPTER 1

INTRODUCTION TO MARKETING

Marketing is the process of teaching consumers why they should choose your product or service over your competitors. If you are not doing that, you are not marketing. It's that simple! The key is finding the right marketing method and defining the right marketing message to use to educate and influence your consumers.

Companies make the mistake of thinking that marketing is just "one" thing, but marketing is everything that the consumer encounters when it comes to your business, from advertising, to what they hear, to the customer service that they receive, to the follow-up care that you provide.

It's all marketing and creating the decision within the consumer whether or not to choose you initially or for repeat business. Marketing is often confused with advertising and sales, but it is important to know the key differences.

HOW MARKETING IS DEFINED

On the first day in many Marketing 101 courses, professors often define "marketing" as "all the processes involved in getting a product or service from the manufacturer or seller to the ultimate consumer." It includes creating the product or service concept, identifying who is likely to purchase it, promoting it and moving it through the proper selling channels.

HOW TO IDENTIFY MARKETING

Marketing is best identified using what are called the 4 P's or a mix of marketing:

- Product.
- Price.
- Promotion.
- Place.

Starting with products, companies have many procedures they must undertake to ensure their products are ready for selling. The first stage is called the "ideation stage," where the idea for the product is conceived.

Then, marketing departments usually test new product concepts with focus groups and surveys to ascertain interest levels among potential buyers.

If the interest level is high, marketers may then sell products on a limited basis to track sales. If product sales are high, products are then rolled out on a national level.

Before products go to the market, companies must decide what styles, sizes, flavors, and scents they should sell and the packaging designs they should use. Consumers have much input in these decisions.

Price is also tested through focus groups and surveys. Companies must know the optimal price to sell their products to achieve maximum return. One way to determine price is to set it at a level comparable to competitors; that is if the company can recover all associated product expenses and still make a profit. If the company is introducing a new product that has never existed, they must determine how much the consumer is willing to pay for it. Customers will only pay so much for products. Price a product higher, and sales can drop off exponentially.

Promotion pertains to brochures, ads, and information which companies use to generate interest in their products. For more complex concepts, like spas or computers, companies may promote their wares at trade shows. Promotions usually have two purposes: generate leads for sales reps or initiate actual purchases.

Place in marketing nomenclature is the distribution. It is how and where products are sold.

Consumer product companies, for example, sell to wholesalers who, in turn, sell to retailers.

In the industrial market, the buying process is longer and involves more decision makers. Some companies also sell products or services on a local level, while others sell nationally and even internationally. All distribution decisions are part of the overall marketing process.

THE PURPOSE OF MARKETING

Business consultant Evan Carmichaels does a great job of identifying the three main purpose of marketing:

- Capture the attention of a target market.
- Facilitate the prospect's purchasing decision.
- Provide the customer with a specific, low-risk and easy-to-take action.

With these purposes in mind, coupons, sales and even merchandising, or how products are displayed, are parts of the marketing process. Since marketing is the cornerstone of every business, the overall objective is to sell more products or services.

THE DIFFERENT TYPES OF MARKETING

Print, radio, and television advertising are types of marketing, as are direct mail and Internet marketing. Companies that sell via the Internet optimize their web pages, so they appear higher in search engines like Google and Yahoo. Newsletters, press releases, and articles are forms of marketing used to generate leads and orders. Some companies use referral marketing to increase business, where satisfied customers refer others to a particular business.

More recently, social media marketing is becoming a type of marketing that smart companies can't avoid when it comes to reaching potential buyers, whether it's advertising on Facebook or posting advice on Twitter with links to a website. All said, marketing is anything that informs interests and gets people to make purchase decisions.

WHY DO YOU NEED MARKETING

For anyone who runs a business of any kind, you'll know that the true question is not whether we need marketing, but how much do we need? A store owner can have the best products available on the market, and a top notch staff, and they will still flounder financially if no one is able to find their product. Even word of mouth is a form of marketing. It's impossible to simply put out a great product and expect to get financial rewards. As with any business, it takes money to make money. An investment in marketing is equally, if not more important than, the investments you make inventory and staff.

So what does marketing do to help make money for a business? That's simple – it exposes people to your product and your brand. How many songs do you know just because you heard them on a Mac commercial? How many times have you found yourself craving a new food you

just saw in a Pizza Hut ad? Marketing is an almost subliminal way for businesses to make customers aware of them. There's a fine line between marketing and spamming, but a cleverly run campaign can make you a household name, sometimes even overnight.

Marketing can also have much less dramatic, but far deeper results than just those in the hit-or-miss channel of viral marketing. SEM or Search Engine Marketing is a proven method of creating a long term marketing campaign that will bring in exponentially bigger results as the campaign ages. Search engine marketing is generally accomplished through use of SEO, or Search Engine Optimization. The basic goal of SEO is to make sure that when someone searches for the product you offer, it's your site they find.

SEO is far from easy. In fact, it is a very complicated discipline that can take years of study to master. If you are just starting out or you have all you can handle in running your business, it's best to let an SEO company do all the detailed work for you. SEO can be incredibly tedious, and for most people, the time spent on SEO marketing is better used for other things. A great SEO Company can make certain that your targeted audience sees your site, clicks through to visit your site and ultimately converts, either by purchasing a product, filling in a form, calling you or subscribing to something; whatever the goal of your website actually is.

What happens when you don't market effectively? When businesses find themselves in financial trouble, they often cut back on their marketing budgets. This hurts any business, because while you're not marketing, your competition is. That means that fewer and fewer people are finding your product, and instead, they're becoming loyal customers of your competitor. When you don't market, the 'out of sight, out of mind.' rule applies. You will lose brand visibility, and even clients you had in the past may forget about you. A steady marketing strategy is important if you want to stay relevant, and if you want your customers to have confidence in your brand.

We need marketing to be seen, to be found, to create an interaction that will lead to the ultimate desired goal. Anyone with a product or service cannot expect that “if I build it they will come.” This may have worked in a movie but it won’t work online or offline. Of course, online marketing including website optimization like SEO and the Social Media provide marketers the opportunity to be found at the exact moment in time that the online buyer is actually ready to buy.

The heart of your business success lies in its marketing. Most aspects of your business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, your business may offer the best products or services in your industry, but none of your potential customers would know about it. Without marketing, sales may crash and companies may have to close

GETTING WORD OUT

For a business to succeed, the product or service it provides must be known to potential buyers. Unless your business is known in the community and have communication with your customers readily available, you have to use marketing strategies to create product or service awareness. Without marketing, your potential customers may never be aware of your business offerings and your business may not be given the opportunity to progress and succeed. Using marketing to promote your product, service and company provides your business with a chance of being discovered by prospective customers.

HIGHER SALES

Once your product, service or company gets on the radar screen of your prospects, it increases your chances that consumers will make a purchase. As awareness becomes a reality, it is also the point where new customers start to spread the word, telling friends and family about this amazing new product they discovered. Your sales will steadily increase as the word spreads. Without employing marketing strategies, these sales may not have ever happened; without sales, a company cannot succeed.

COMPANY REPUTATION

The success of a company often rests on a solid reputation. Marketing builds brand name recognition or product recall with a company. When a company reaches the high expectations of the public, its reputation stands on firmer ground. As your reputation grows, the business expands and sales increase. The reputation of your company is built through active participation in community programs, effective communication--externally and externally--and quality products or services, which are created or supported by marketing efforts.

HEALTHY COMPETITION

Marketing also fosters an environment in the marketplace for healthy completion. Marketing efforts get the word out on pricing of products and services, which not only reaches the intended consumers, but also reaches other companies competing for the consumers' business. As opposed to companies that have a monopoly on products and services that can charge almost any price, marketing helps keep pricing competitive for a business to try to win over consumers before its competition does. Without competition, well-known companies would continue to sell while lesser known companies or new companies would stand little chance of ever becoming

successful. Marketing facilitates the healthy competition that allows small businesses and new businesses to be successful enter and grow in the marketplace.

CONSIDERATIONS

Although marketing is hugely important for a business to succeed, it can also be very expensive.

In its first year, a company might spend as much as half of its sales on marketing programs. After the first year, a marketing budget can reach as much as 30 percent--sometimes more--of the annual sales. A marketing program that gives your company the best chance is a healthy mix of different forms of marketing, such as website development, public relations, print and broadcast advertising, design and printing for all print materials, trade shows and other special events.

CHAPTER 2

WHY IS BRANDING IMPORTANT IN MARKETING

There is a lot of confusion around branding, there are multiple definitions, so what is branding? Decades ago branding was defined as a name, slogan, sign, symbol or design, or a combination of these elements that identify products or services of a company. The brand was identified of the elements that differentiated the goods and or service from the competition.

Today brand is a bit more complex, but even more important in today's world of marketing.

It's the perception that a consumer has when they hear or think of your company name, service or product. That being said the word "brand" or "branding" is a moving target and evolves with the behavior of consumers, I think of it as the mental picture of who you as a company represents to consumers, it's influenced by the elements, words, and creativity that surround it.

WHAT SHOULD A BRAND DO?

Branding is not only about getting your target market to select you over the competition but about getting your prospects to see you as the sole provider of a solution to their problem or need.

The objectives that a good brand will achieve include:

- Clearly, delivers the message
- Confirms your credibility

- Emotionally connects your target prospects with your product and or service.
- Motivates the buyer to buy
- Creates User Loyalty

BRANDING AND UNDERSTANDING YOUR CUSTOMER

To succeed in branding, you must understand the needs and wants of your customers and prospects.

It is achieved by integrating your brand strategies through your company at every point of public contact. Think of branding as the expression of who you are as a company or organization and what you offer. Sound difficult? Think of it like this if a brand could speak it would say:

- I am _____.
- I exist because _____.
- If you relate to who I am and why I exist you might like me, you can buy me, and you can tell others about me.

As consumers begin to identify with you, your brand will live within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.

THE IMPORTANCE OF BRANDING

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all, your brand is the source of a promise to your consumer.

Your brand is a foundational piece in your marketing communication and one you do not want to be without. Branding is strategic and marketing is tactical and what you use to get your brand in front of consumers. That's why it carries a great deal of importance within a business or organization as well.

Brand serves as a guide to understanding the purpose of business objectives. It enables you to align a marketing plan with those objectives and fulfill the overarching strategy.

The effectiveness of brand doesn't just happen before the purchase, but it's also about the life of the brand or the experience it gives a consumer.

Did the product or service perform as expected? Was the quality as good as promised or better? How was the service experience? If you can get positive answers to these questions, you've created a loyal customer.

Brand not only creates loyal customers, but it creates loyal employees. Brand gives them something to believe in, something to stand behind. It helps them understand the purpose of the organization or the business.

A BASIC CHECKLIST TO EVALUATE YOUR BRAND

Branding can be confusing, so how do you know if your brand is strong enough to give you the internal and external value that you need in your marketing?

- Does your brand relate to your target audience? Will they instantly "get it" without too much thought?
- Does your brand share the uniqueness of what you offer and why it's important?
- Does it reflect the brand promise that you are making to who you are targeting as well as to your internal audience?
- Does your brand reflect the values that you want to represent as a customer?

Let these questions serve as a guideline in the development of your brand. If the answers are not clear you may want to return to the drawing board and refine the branding process. A brand should be an instant "ah-ha" it should require very little thought and contemplation.

THE VALUE OF CREATING A DEFINED BRAND STRATEGY

Branding is crucial for products and services sold in huge consumer markets. It's also important in B2B because it helps you stand out from your competition. Your brand strategy brings your competitive positioning to life, and works to position you as a certain "something" in the mind of your prospects and customers.

Think about successful consumer brands like Disney, Tiffany or Starbucks. You probably know what each brand represents. Now imagine that you're competing against one of these companies. If you want to capture significant market share, start with a strong brand strategy or you may not get far.

In your industry, there may or may not be a strong B2B brand. But when you put two companies up against each other, the one that represents something valuable will have an easier time reaching, engaging, closing and retaining customers.

Successful branding also creates “brand equity” – the amount of money that customers are willing to pay just because it’s your brand. In addition to generating revenue, brand equity makes your company itself more valuable over the long term.

Does your company follow a defined strategy for your brand? Which case do you fall under?

BEST CASE	Neutral Case	Worst Case
<p>Prospects and customers know exactly what you deliver. It’s easy to begin dialogue with new prospects because they quickly understand what you stand for.</p> <p>You acquire customers quickly because your prospects’ experience with you supports everything you say.</p> <p>You can charge a premium because your market knows why you’re better and is</p>	<p>The market may not have a consistent view or impression of your product and company, but in general you think it’s positive.</p> <p>You haven’t thought a lot about branding because it doesn’t necessarily seem relevant, but you admit that you can do a better job of communicating consistently with the market.</p> <p>You’re not helping yourself but you’re not hurting</p>	<p>You don’t have a brand strategy and it shows. It’s more difficult to communicate with prospects and convince them to buy.</p> <p>They don’t have an impression of your product/service or why it’s better.</p> <p>What you do, what you say and how you say it may contradict each other and confuse your prospects.</p> <p>Competitors typically have</p>

willing to pay for it.	yourself either.	an easier time acquiring customers.
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BRAND STRATEGY KEY CONCEPTS & STEPS BEFORE YOU BEGIN

Before working on your brand strategy, make sure you've identified your competitive positioning strategy – your brand strategy will bring it to life.

If you have a brand strategy, make sure it's as effective as possible

- Poll your customers, employees and vendors by conducting a brand audit. Are their impressions consistent with your strategy? If not, work on the elements you can improve.

Develop your brand around emotional benefits

- List the features and benefits of your product / service. A feature is an attribute – a color, a configuration; a benefit is what that feature does for the customer.

- Determine which benefits are most important to each of your customer segments.
- Identify which benefits are emotional – the most powerful brand strategies tap into emotions, even among business buyers.
- Look at the emotional benefits and boil them down to one thing that your customers should think of when they think of you. That’s what your brand should represent.

Define your brand personality, story and positioning statements

- Think of your brand as a person with a distinct personality. Describe him or her, then convey these brand personality traits in everything you do and create.
- Write positioning statements and a story about your brand; use this brand messaging throughout your company materials.
- Choose colors, fonts and other visual elements that match your personality and create your corporate identity.
- Determine how your employees will interact with prospects and customers to convey the personality and make sure your brand “lives” within your company.

AFTER BRAND STRATEGY

Together with your competitive positioning strategy, your brand strategy is the essence of what you represent. A great brand strategy helps you communicate more effectively with your market, so follow it in every interaction you have with your prospects and customers.

If you're wondering how to choose a great brand name, complete your written brand strategy before you start the naming process. Since your name is an extension of your brand, it'll be much easier to evaluate the quality of your name choices (instead of starting with the name) with it completed.

WHAT IS THE DIFFERENCE BETWEEN BRANDING AND MARKETING

The difference between marketing and branding is like the difference between the moon and the sun. The sun is the source of all light, life, and warmth. It makes the trees grow and the flowers bloom. It is the reason we are all here. That's your brand.

The moon is an attractive rock that orbits the planet and reflects the light of the sun. That's marketing. Get it right, and your customers will understand instantly why they should value your brand over your competitors. Get it wrong, and you could end up strengthening your competitors' brands.

3 WAYS TO UNDERSTAND THE DIFFERENCE BETWEEN MARKETING AND BRANDING

1. Marketing is your message. Your brand is who you are.

Consider this quote from Howard Schultz, in *Pour Your Heart into It: How Starbucks Built a Company One Cup at a Time*:

“Authentic brands don't emerge from marketing cubicles or advertising agencies. They emanate from everything the company does.”

When done right, your brand is your reason for being. It is the unique, authentic, singular value you offer to your customers. It permeates the culture of your company, and it is communicated to your customers every time they see, feel, touch, or experience your brand—not just when they experience a marketing message.

2. Branding comes first, marketing second.

If you have a logo, a package design, or a slogan, you may think you have a brand. What you actually have are a set of marketing materials and messages.

What's step one? You must determine and define your brand value in the marketplace. Only then should you move on to developing a brand strategy—followed, last of all, by crafting a marketing campaign.

3. You own your marketing; your consumers own your brand.

Compared to branding, marketing is easier to control and to comprehend. You write the headlines, you choose the art, you post the Tweets. You measure conversions or awareness, and determine whether your marketing is a success or a failure.

Something a little scary happens between your marketing efforts and your customers' actions—that's branding, and while your marketing, customer service, and other consumer touch points influence your brand, you cannot manufacture brand value by yourself.

You must know the difference between branding and marketing, and don't confuse your tactics.

Marketing is storytelling. The most powerful branding happens when you listen, not when you talk. Your consumers will tell you what your brand is—or what they need it to be—because they alone know.

The strongest brands use their understanding of the difference between branding and marketing to build marketing campaigns that work hand in hand with their brand positioning strategy. They listen to their customers, and let their values, hopes, and desires define the brand's position—then craft marketing campaigns to communicate that value through simple, creative, show-stopping executions.

CHAPTER 3

INTRODUCTION TO INTERNET MARKETING

A considerable lot of the effective organizations you see (particularly the bigger ones) have an exceedingly concentrated advertising staff running their everyday operations. Most entrepreneurs can't manage the cost of such a staff.

In any case, with the correct concentration, you can turn into that specific promoting office. You can get drives streaming in the entryway independent from anyone else... despite the fact that it will require a tad of work in advance. Put some time in instructing yourself on basic promoting techniques and assets. You will find an unheard of level of business development you never thought conceivable.

No one's requesting that you get a graduate degree in advertising. On the off chance that you can end up noticeably capable in a couple of straightforward zones, you will be well on your approach to progress.

I have assembled an asset manage with the most essential things you can do to develop your private venture, beginning right at this point! Try not to attempt to actualize these means on the double... that would be far excessively overpowering. Approach them slowly and carefully and work as you go. Simply pick a couple of the systems you need to take a shot at now and begin there.

At that point, little by little, you'll develop your showcasing endeavors until the point when you can simply kick back and watch the business come coming in. We should get to it!

WEBSITE EFFECTIVENESS

Your website is your "customer facing facade." You should put as much into your virtual retail facade as you would to the front window show at a conventional store on Main Street. Your site needs to draw in clients and hold them returning for additional.

Draw up your site. Imagine you are another prospect and put forth the accompanying inquiries. Or on the other hand even better, discover somebody who has never observed your site and put forth to answer these inquiries:

1. Where do your eyes go first?

A guest to your site regularly has a capacity to focus of just a couple of moments. That implies your site must "snare" them in that measure of time. Ensure the principal thing they see/see is something sufficiently fascinating to get you additional time.

2. Do you know immediately what this site is about?

Once more, you have restricted time to communicate as the need should arise. On the off chance that there are excessively numerous diversions, a site guest may not ever recognize what you are offering.

3. Is the critical data "over the overlay?"

Most site guests need to know the points of interest without doing a considerable measure of work. On the off chance that they need to look down to locate the primary thought, they will probably leave sooner than you'd like. Ensure that your Unique Selling Proposition (USP) is obviously illuminated. This is a snippet of data that says in one sentence or less why somebody ought to work with you. Influence it to clear and unmistakable on your site.

4. Can you effectively discover the advantages of the item/benefit?

A guest to your site needs to learn however much as could reasonably be expected about the advantages of your item or administration. Highlights are essential, as well, yet the most vital

thing a guest can take away is a feeling that this item or administration will have an effect in their life... to improve things.

5. Is there an unmistakable invitation to take action?

On the off chance that clients like what they see, it is critical to move them along rapidly. There ought to be a noticeable, clear suggestion to take action on your site. Your invitation to take action might be to purchase now, begin a free trial, and take in more or something unique. Ensure that you are not sending blended messages with an excessive number of invitations to take action. Pick the maybe a couple that issue most and make them simple to discover.

6. Are the hues and pictures stylishly satisfying?

On the off chance that your site is excessively occupied or jolting, you will lose guests. Set aside a little opportunity to facilitate hues and to execute astounding pictures that add to your message.

7. Is the text style simple to peruse?

Ensure your text style is anything but difficult to peruse and isn't diverting. Try not to get favor; simply stay with a straightforward, sans-serif textual style in differentiating shading to the foundation.

8. Are there cumbersome areas of composing anyplace on the page?

Long, massive sections are probably going to get skipped. Have a go at separating your duplicate into littler segments that get the point crosswise over rapidly.

9. Do the menu things plainly reveal to you where they will take you?

Website outline and ease of use are vital contemplations that frequently get ignored. Consider what data you would need to discover on the off chance that you went to this site, and plan your menus in like manner. There ought to quite often be an "about us" and "reach us" page.

10. Is there a simple approach to contact the business?

On the off chance that your site does its activity, you will probably have intrigued prospects who need to take in more or basically have a couple of inquiries. Ensure they have a simple approach

to discover you. Potential clients likewise need to realize that they will have the capacity to get it together of you if necessary later on, regardless of whether for guarantee administration or support.

11. Can you discover more about the proprietor or workers of the organization?

Guests regularly need to realize that they are managing genuine individuals. Having an "about us" page is an incredible approach to demonstrate the world why you are the best one to deal with the activity. Incorporate photographs, as well – everybody likes to relate a face to the business.

12. Do you feel by and by associated?

Guests who feel by and by associated will probably stick around as well as turn into a client. Recount your story, and disclose to them why you are the correct decision. You can by and by interface with your guests by being straightforward, utilizing a conversational written work style and including genuine tributes from different clients.

13. Is the written work corporate or conversational?

Corporate written work is useful for... well, enormous partnerships. Be that as it may, a private company shouldn't put on a show to be a major, formal element that is separated from general society. Your capacity to identify with your clients is a major motivation behind why they will in the end pick you – begin immediately with drawing in, conversational tone in your written work.

14. Is there a web shape over the overlap?

A web shape is extremely the best way to catch leads from your site guests. Ensure that it is in an unmistakable place over the overlap. The better it looks, the more individuals will round it out.

15. Is the offering sufficiently engaging to influence you to need to give your email address?

Your web frame should likewise offer a motivation piece to start a guest's advantage and persuade them to give you their data. Ensure that this impetus piece is engaging – offer genuine tips, noteworthy counsel or extraordinary arrangements that will promptly help your prospects.

16. Is there interactive media?

Sight and sound is an incredible approach to add character and enthusiasm to your site.

Recordings, podcasts, instructional exercises and other mixed media alternatives enable you to display your message to your guests in a way that interests to them.

17. Are there connections to social media?

Social media enables you to speak with your prospects, and it enables them to speak with each other. Incorporate connects to your blog, Facebook, Twitter and other online networking accounts. Make it simple for everybody to discover you via web-based networking media... regardless of whether they don't round out your web shape; they may tail you in some design.

CHAPTER 4

TRAFFIC GENERATION

An incredible website won't benefit you in any way unless you can get some activity streaming to it. A couple of straightforward advances can get individuals to your site. The more you put into activity age, the better your odds of changing over the overall population into paying clients.

The initial step is a straightforward one; however it is one that may have a significant effect.

Before you do whatever else, you have to set up an approach to track site activity and measurements. We suggest utilizing Google Analytics – it is free, simple to set up and simple to utilize.

To set up your examination, you should first agree to accept a Google account (a Gmail account works fine and dandy). Go to <http://www.google.com/examination> and tap on the "join now" catch on the upper right corner of the page. You will have the choice to agree to accept a Google account (if important) or continue with the setup.

You'll be requested your site address and will be given a scrap of code to embed into your site.

When you are setup with Analytics, the sky is the utmost. You can track everything from special guests to time-nearby to PPC advertisement achievement. Toward the starting, you'll most likely need to concentrate on how much activity you are getting and where it is originating from.

You will have the capacity to tell in the event that you are getting activity from alluding locales, (for example, your blog, web-based social networking posts or offshoots) or from natural movement (scans for your name or different watchwords). This information will be pivotal as you push ahead with particular promoting efforts and strategies.

Activity examination is the establishment to effectively dealing with your promoting endeavors. You'll comprehend what is working and what isn't. Go introduce Google Analytics at this moment

Web optimization (Search Engine Optimization) is the way toward getting your site perceived all the more much of the time when individuals perform looks on locales, for example, Google or Yahoo. Better SEO rankings mean you get seen by more individuals... and that is a free approach to expand movement to your site.

There are three simple ways you can build your SEO rankings: watchwords, inbound connections and neighborhood seek postings.

Keywords

The principal thing you ought to do is record the greater part of the catchphrases related with your business. Attempt to think like somebody who needs your item or administration, yet doesn't know where to go. What might they write into their web search tool? In the event that I was searching for a neighborhood handyman, I may sort in "handyman Gilbert Arizona." If I was hunting down a sensibly evaluated website admin, I may sort in "shoddy sites." Try to decide the greater part of the conceivable (natural) blends you may get.

The following stage is to go to the Google Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>

Enter in the catchphrase phrases you thought of when you were posting conceivable mixes. You'll have the capacity to perceive what number of individuals scanned for those expressions and how much rivalry there is encompassing those watchwords. You'll additionally observe comparative watchwords that you should need to focus in your SEO technique.

When you know the best watchwords to use on your site, it's an ideal opportunity to give them something to do for you. Web search tools get a kick out of the chance to see your catchphrases

in critical spots – places like the title (the content that shows up in the program tab at the highest point of your screen), features, sub-features and even the substance that is towards the highest point of the page.

The more watchwords you utilize, the more web crawlers will pay heed. Be that as it may, make certain to incorporate your catchphrases into clear sentences and stay away from "watchword stuffing." If I have a feature of "Gilbert handyman plumbing Mesa can repair broken funnels Arizona," guests to my site won't be awed (and neither will the web crawlers, coincidentally).

Another great approach to actualize catchphrases into your site is by posting articles or other applicable bits of substance that are watchword rich. Web crawlers additionally cherish refreshed substance, so don't waver to include new articles consistently that will convey more watchwords to your webpage.

Inbound Links

Inbound Link manufactures your notoriety and validity among web crawlers (and potential clients so far as that are concerned). These inbound connections (regularly called backlinks) likewise permit web indexes to all the more effortlessly discover you, rank you and get you on the inquiry records. Not all backlinks are made equivalent, be that as it may.

Connections that originate from genuine locales are ideal. On the off chance that you are connected from an exceptionally prevalent site – far better. Be that as it may, bought joins from "interface ranches" may really accomplish more damage than great. It might sound overwhelming, yet you can assemble a strong base of backlinks the correct way in the event that you are persistent and steady in your endeavors.

The initial step is to set up joins from the majority of your own spaces. Your blog, Facebook pages, Twitter accounts and some other web-based social networking outlets should all incorporate connects to your site. When you post sections on these outlets, incorporate connects to your site, as suitable. When others "re-tweet" these connections, you get exponential introduction.

You can likewise request that accomplices and partners add connects to their sites. It's presumably a smart thought to furnish a proportional payback as well. Consider a segment on your site that features the "items I utilize" or "benefits I prescribe." You'll be astonished at how this won't just help your SEO rank, yet it will build your referrals as well.

Whenever possible, endeavor to embed catchphrases into the stay message (the content that goes about as the connection, for example, click here or take in more). A watchword rich connection

may read The Gilbert Plumber or My Web plan Business. This will enormously expand your catchphrase believability and skyrocket your web index rankings.

Neighborhood Search Listings

On the off chance that you give items or administrations to nearby clients, a neighborhood look posting is an incredible approach to build your web index presentation. When somebody is searching for a limited supplier, Google will regularly send them to their neighborhood postings.

To put your business on the guide (truly), go to www.google.com/places. Select "Include New Business" to enter your place of work, subtle elements, classification, photographs and that's only the tip of the iceberg. Google should affirm your address with a telephone call or a postcard sent to your address. Once affirmed, you'll start showing up in neighborhood seeks... and your rankings will enhance essentially.

Watchwords, inbound connections and neighborhood look postings are an incredible approach to get your site perceived in natural pursuits. Furthermore, the best part? It's thoroughly free!

PAID ADVERTISING

Paid advertising is the subsequent stage once you have natural activity going to your site. When we say "paid publicizing," we're not looking at contracting a Madison Avenue firm to get your organization perceived amid the Super Bowl. Be that as it may, you can at present work a touch of publicizing enchantment of your own...for a small amount of the cost.

The most ideal approaches to begin in paid promoting are through Google Adwords and Facebook Ads.

Google Adwords

There are absolutely different stages on which you may buy Pay-Per-Click (PPC) promotions, yet Google is the least complex and generally noticeable. To set up your record, go to www.google.com/adwords.

You would then be able to proceed onward to make your first battle. Fundamentally, you will offer on catchphrases that are most significant to your business, and afterward pay Google a specific sum for each time somebody taps on your advertisement. You'll have to choose a general spending plan and a Cost-Per-Click (CPC) rate that you will pay.

For instance, on the off chance that you conclude that you might want to burn through \$100 a day, and you will pay \$5 for each snap, at that point Google will run your promotion until the

point when you achieve 20 guests. You can without much of a stretch track comes about and decide how/when you have to change your advertisement – it will take somewhat calibrating to locate the ideal outcomes.

Make sure to watch the recordings or even download the tenderfoot's guide – they are awesome assets for you as you begin with Adwords.

Another incredible asset for your Adwords battles is the Google Ad Planner.

You can get to the apparatus at www.google.com/adplanner. You'll have the capacity to investigate particular locales to perceive what kind of movement is going to them. You can pick your intended interest group, for instance, and after that see what sorts of locales they are going to.

This information will enable you to choose where your advertisements will present to you the most value for your money.

Facebook Ads

Another extraordinary road for paid promoting is on Facebook – with devoted Facebook Ads. Facebook is second just to Google as far as site guests every day... that is a LOT of individuals that can be come to through a straightforward Facebook promotion.

To get set up, you clearly require a Facebook account. When you sign in, you can escape. To set up a promotion that will send individuals to your site, tap on the "Make an advertisement" interface on the correct hand side of your home screen.

You will be coordinated to an outline device to begin on your advertisement. You will be requested your site URL, a title for your advertisement, a picture, and some body content. You can even observe recommended thoughts by tapping the "Propose an Ad" catch amid your advertisement creation.

When you are content with the way your promotion looks, you will pick an objective statistic and see your advertisement's evaluated reach. You can pick a financial plan and day and age for your promotion also.

NOTE: With Google, you pick words that individuals will look for. With Facebook, you pick what kind of individuals you will send your advertisement to. In the event that you are conveying an advertisement about dentistry supplies, for instance, you can send it to individuals with

"dental specialist" or "oral specialist" some place in their profile. Facebook Ads are an awesome approach to pinpoint gatherings or people that fit your objective market.

That is it! It's simply that basic. Exploit Google Adwords and Facebook Ads to produce a steady stream of movement to your site.

Indeed, its time you jumped on board with web-based social networking. More than 75% of buyers utilize online networking in some arrangement to find out about items and administrations... so, unless your objective market is plainly not utilizing web-based social networking, you can't bear to pass up a great opportunity for the activity.

Be that as it may, before we dive into the subtle elements, you should recollect this: don't offer via social media. Social media is about you turning into a piece of the group. Organizations who attempt to sell via social media are typically met with cruel reactions. Focus on getting your name out there and building your affability and skill. You'll have the capacity to offer them later... from your site.

Getting started in social media isn't as overwhelming as it might appear at first. There are a couple of basic things you can do to make a sprinkle in the online group.

Begin and Maintain a Blog

Blogs are anything but difficult to make and simple to keep up – you don't have to counsel a website admin. One of the least demanding tools to utilize is Word press. Go to www.wordpress.com and tap on the "join" tab in the upper right hand corner. You will be made a request to make your record and afterward start outlining your blog. Pick a name for your blog that is important to your organization/industry and is welcoming to readers.

When you set up your blog, it's a great opportunity to begin making content. Substance can be anything you need it to be – yet it ought to clearly be important to your intended interest group.

A few recommendations for blog entries include:

- Industry-particular tips
- Special offers/new item includes
- Book audits
- Tutorials and how-to's

- Interviews with representatives, clients or accomplices
- Giveaways, challenges, overviews

Urge your readers to collaborate through inquiries, remarks or input. In the event that they leave a remark, make certain to react to them – everybody likes to be taken note.

It is additionally critical to add to your blog frequently (at any rate once per week). This will guarantee that your substance is new and that your guests continue returning. Keep it reliable, and keep it genuine. Other than that, simply play around with it!

Each of these administrations will get your image more presentation and enable you to speak with prospects and clients. They are for the most part free, simple to set up and generally utilized. There are various online networking alternatives once you get your feet wet, however concentrate on these three administrations to begin.

When you set up the records, get dynamic! Begin presenting joins on your blog, your site or to other related stories that you run over. On the off chance that you get reactions/messages from

clients, react to them rapidly. It doesn't take much to remain over the online networking scene once you get set up.

In the event that you'd get a kick out of the chance to merge your web-based social networking dashboard, consider utilizing an administration like Hootsuite – www.hootsuite.com. You can watch the greater part of your records; plan refreshes early and even screen discussions about your image.

Comment

Would you be able to envision a supper party where everyone just recounted their own particular stories, however never reacted to others? The discussion may seem like this: "I went to Europe a week ago." "I got another auto." "My significant other had a child." "Dinosaurs are cool."

Ideally you haven't been to any supper parties that way. Online networking shouldn't be any not quite the same as a decent supper party – discussions ought to create, grow, instruct and engage.

That implies that you need to end up plainly included. The most ideal approach to take part in important discussions is to partake! Leave remarks on web journals that you read. Answer to Tweets and Facebook posts. Answer LinkedIn questions. Furthermore, incidentally, you should need to interface back to a blog entry or article that would be significant to the discussion.

The more you partake in online networking, the more you set up yourself as a put stock in master. In the end, that will prompt deals... simply be persistent.

Article advertising, if done accurately, is a simple (and free) approach to direct people to your site. No doubt, you have a lot of substance about your business/industry incorporated in articles, blog entries, ebooks, whitepapers, reports or other media. (If not, currently is a decent time to begin making a couple.)

You can put your substance into article shape (more often than not between 300-600 words) and disperse it to free article facilitating destinations. As the creator, you will typically get a byline that incorporates your name, bio and a connection to your site. You get moment believability, introduction and a little help with your SEO positioning, as well.

Begin arranging your substance into articles that will be prepared for dispersion. Each facilitating site has distinctive necessities, so you may need to change the articles a tad to influence them to

work. One thing ought to stay predictable, nonetheless: don't offer in these articles. Simply illuminate, teach, engage... and after that send them to your site to take in more.

Some prevalent article websites are:

- www.ezinearticles.com
- www.goarticles.com
- www.articledashboard.com
- www.isnare.com
- www.articlebiz.com

VIDEO MARKETING

Video marketing is just distributing your message online through videos. Videos could be just about anything – you talking, an item demo, a limited time battle or anything that features your organization or item/benefit.

These videos don't need to be professionally made – even cheap cameras will work. The key is to make buzz around your video. On the off chance that it is cunning, entertaining, fascinating, important or one of a kind in any capacity, it will get movement. Get innovative... and have some good times!

When you make your video, upload it on YouTube. Make sure to incorporate a powerful depiction of your video including keywords. Link the video back to your website, as well. At that point you can advance the video on your blog, Facebook page, Twitter and so forth. Urge others to share it as well.

A couple of basic recordings can drastically build your presentation on the Internet and help drive more activity to your site.

LIST BUILDING

Working up a list of leads is an essential piece of showcasing. Regardless of whether you catch them through your site, approaching telephone calls, talking engagements or basically a business card, leads are what inevitably acquire deals. These tips will enable you to fabricate an incredible

rundown of prospects that will acknowledge your advertising messages and ideally purchase your items/administrations.

ORGANIZATION-CONTACT MANAGEMENT

Regardless of how you get your leads, you need an approach to sort out them. Organization is the way to successfully promoting to these leads later on.

Your lead organization should be possible an assortment of ways. You can utilize a spreadsheet, for example, Excel, to list your leads and incorporate a couple of fundamental snippets of data. You may utilize a hierarchical apparatus like Outlook or Gmail's Contact Manager. Whatever you pick, you'll need to keep your leads composed and available.

WEB FORMS

When you have a framework set up for arranging your leads, it's an ideal opportunity to begin catching some more leads. The most ideal approach to catch a lead from the Internet is through a web frame. These structures, which typically request a guest's name and email address, enable you to develop a rundown of leads who have given you consent to advertise your item or administration to them.

Your web shape ought to be set "over the crease" of your site. On the off chance that the web frame is covered up or difficult to get the chance to, website guests won't be constrained to round it out. The web shape ought to likewise contain as few fields as could reasonably be expected.

Normally, "first name", "last name" and "email address" are adequate. At the point when a guest sees a web frame with fields like "personal residence", "telephone number" or "mother's last name by birth" they begin to get suspicious. Keep it straightforward and pertinent to your motivations.

You ought to likewise make certain to set the desires for your advertising rehearses and clarify that you will respect their protection. In the event that you are clear about what will happen, they will be additionally eager to give their data.

So the time has come to get a web frame on your webpage. In the event that you would prefer not to counsel a website admin, you can make one yourself at a free webpage, for example, www.wufoo.com or www.emailmeform.com. You will have the capacity to tweak fields and get reports of new leads that you would then be able to import to your database.

You can utilize a web shape for occasion enlistment, pamphlet recruits, challenges, studies, surveys, allude a-companion projects, remarks or whatever else that will enable you to assemble data. What's more, web shapes shouldn't be restricted to your landing page.

You can likewise put a web frame on your Facebook Fan Page to catch leads.

LEAD GENERATION INCENTIVES

Since you have a web shape set up, you have to offer something in return for your leads' data. A motivator piece is something of significant worth that you offer site guests, yet just on the off chance that they round out a web frame. This piece can be numerous things: a selective video, a digital book,

a white paper or a free discussion. In any case, it must have esteem. Take as much time as necessary in making a piece that will truly engage your objective market.

Here are a couple of thoughts for lead age pieces that you could offer:

- Free valuing quote
- Coupons

- Contest
- Drawings
- Free online class (utilize a webpage like www.gotomeeting.com to have an extraordinary online course)
- Free trial
- Special rebates

Influence your lead age to piece so engaging and your web shape so natural to round out that guests can't (and won't) leave behind the open door. Your rundown will blast at the creases in a matter of seconds.

REFER A FRIEND PROGRAM

An extraordinary approach to construct your rundown is through referring a-friend programs. Motivating others to advance your item or administrations significantly extends your span. Additionally, when your present clients suggest you, you increase moment believability.

A decent referral program must make it beneficial for the individual doing the alluding. Offering motivators, for example, free items, financial "commissions" or different prizes will give them some additional inspiration. You ought to likewise give them insurance to utilize when they "offer" your item, for example, pamphlets, unique points of arrival or other publicizing pieces.

You will likewise require a framework set up to track the new leads coming in and to pay the individuals who made the referral. You can make an uncommon field in your hierarchical framework, regardless of whether it be a spreadsheet or another contact administration device.

CONTACT MANAGEMENT

We invest a great deal of energy attempting to get prospects to our site, ensuring it looks engaging when they arrive and catching their data. Be that as it may, unless we have a decent place to store this data and a simple approach to recover it, the leads won't help us very much.

We've examined the significance of utilizing a type of database to arrange your leads, prospects and clients. As your business develops, you will probably need to change to a more powerful hierarchical instrument. A Customer Relationship Manager (CRM) is a need for generally organizations.

These databases store the majority of your data in a framework that encourages simple recovery and precise revealing. You can include notes, errands and an assortment of different subtle elements that will enable you to lead your prospects through the business cycle, and your clients through the maintenance cycle.

There are many advantages that accompany a decent CRM.

SIMPLE DATA ENTRY

A decent CRM ought to enable you to effortlessly enter information. Your CRM ought to be connected to your web frame, for instance, to limit manual information passage. Commonly, a CRM will be a decent storeroom for your data, however getting it all through capacity takes more work.

Ensure that the CRM you utilize enables you to effortlessly catch data. Physically entering data is alright at in the first place, yet once your rundown begins developing it will be troublesome, if

certainly feasible, to stay aware of the request. Huge numbers of our email promoting rivals enable you to construct information records, so that might be a decent place to begin.

GET MORE DETAILS

It is additionally vital to give your CRM something to do in marking your prospects and clients with whatever number points of interest as could be allowed. You ought to have the capacity to include information that will enable you to know them better. Contingent upon your business, you might need to know and track subtle elements, for example, age, sex, conjugal status, area, inclination to peruse messages, buy history, time spent on your site, online course participation and that's only the tip of the iceberg.

The more subtle elements you think about somebody, the better your advertising will be. So how would you gather more information about your prospects and clients?

Here are a couple of thoughts:

- Do a study

- Take a survey
- Hold a challenge
- Give something ceaselessly
- Jot down notes when you have a discussion with somebody
- Send an email requesting that contacts refresh their data
- Invite them to partake in your new email arrangement

Continuous data can likewise be extremely useful in advertising to your prospects. Would it be useful to know when a prospect is watching your demo, for instance, and call them quickly? Or then again to know which items have provoked the enthusiasm of a specific prospect? Think about the things you can do with precise, continuous data. That is the place an effective framework becomes possibly the most important factor.

PAST ORGANIZATION

A CRM will have the greater part of the data you have to see about your prospects and clients.

Utilizing a CRM for a static rundown of data, nonetheless, is enormously under-using the energy of a focal database.

Using a CRM to portion your prospect list into focused gatherings will enable your showcasing to process. You ought to have the capacity to, for example, classify your rundown by the moves they've made, (for example, viewing an online demo or requesting a digital book), what they've bought, when they last conversed with you, where they live, and so on. With this data, you can undoubtedly convey focused on promoting efforts that talk straightforwardly to the individual and his/her advantages.

TARGET MARKET

When you know insights about your prospects, it's an ideal opportunity to convey focused on messages. Utilize this data to convey messages, regular postal mail, solicitations, coupons or whatever else will urge them to act. Set up programmed successions that can be connected to prospects that fit certain criteria.

On the off chance that your CRM has the abilities to speak with your showcasing exercises, (for example, email promoting), that is far and away superior.

NO MORE MASS MAILERS OR EMAIL BLASTS

With a decent CRM, you'll realize what intrigues your prospects and what data they've officially gotten. There's no compelling reason to convey nonexclusive email impacts or postcards to your whole rundown. Work on conveying distinctive messages relying upon the gathering.

Pinpointing your showcasing will get you a significantly more noteworthy return for your endeavors.

EMAIL MARKETING

Email marketing is an incredible, modest approach to contact the general population on your rundown. On the off chance that done accurately, this sort of showcasing will take your business to the following level and convey an awesome ROI for a considerable length of time to come.

Here are the most imperative things you can do to enhance your email showcasing.

Are your messages getting opened? Before we arrive, it may regard know in case you're notwithstanding following your email open rates. If not, begin doing as such promptly. Your email showcasing supplier ought to have this data accessible, and you should begin focusing.

When you decide your rates, you'll most likely need to enhance them. There are a few reasons why your messages won't get to the inboxes of your prospects as well as not being getting opened.

MAINTAIN A STRATEGIC DISTANCE FROM SPAM words

On the off chance that your messages contain a great deal of SPAM-related words, (for example, free, shoddy, %, telecommute, click-here, rebate, coupon, exceptional offer, constrained time), odds are thin your prospects are notwithstanding getting them. SPAM channels are winding up increasingly touchy, and they can evacuate your email before it even gets to the inbox. Endeavor to maintain a strategic distance from words that may seem like SPAM, regardless of whether you think you'll be sheltered this time.

SUBJECT LINES AND SENDER

Once your email traverses the SPAM channels, your perusers need to choose whether or not to open it. The title and "from" address will be enormous factors in driving them to settle on that choice.

Ensure that your titles are fascinating, however that they don't over guarantee. Buyers have been bored by organizations promising the world and not conveying. Maintain a strategic distance

from electrifying titles that claim "800% expansion in deals" or "I lost 200 pounds in 1 week." Besides being mind blowing, these titles presumably wouldn't make it past the SPAM channels. Be genuine, be persuading, and be somewhat secretive.

Headlines are just 50% of the condition. Make sure that the "from" field is brimming with valuable data, as well. Regularly, your organization name is a decent approach to guarantee acknowledgment and trust. Individual names work as well, gave that they are unmistakable. Try not to embed a name that your prospects or clients won't perceive.

Abstain from utilizing "no-reply" or "frameworks" addresses – these are not in the least individual and are less inclined to be opened.

SEND RELEVANT CONTENT

When you send an email, ensure the substance is of incentive to your prospects. An important email could contain a unique offer that interests to the purchaser, valuable instructive substance, diversion or substance that gives asked for data.

Messages ought to likewise be sent to current records. Also, your advertising isn't pertinent to individuals who didn't request it. Try not to utilize obsolete records, acquired records or records that aren't yours...that is a certain fire formula for SPAM protestations and poor open rates.

FREQUENCY

Conveying excessively numerous messages will make you an aggravation that winds up in the junk canister very quickly. Holding up too long in the middle of messages may make your prospects overlook you, and will likewise arrive your "unrecognizable" email in the waste canister. Locate a glad medium where you can keep in contact with prospects without assaulting them with day by day messages.

In any case, the best way to know how frequently you ought to send is to ask your contacts. You might be in an industry where they need an email a day. Or on the other hand possibly once seven days is suitable. Take a study and discover what your contacts are searching for.

ENSURE YOUR EMAILS ARE INTERESTING

Your messages ought to intrigue. This begins with the title, yet it additionally incorporates the feature, plan and substance. It is essential to be close to home – think about your intended interest group as though they were sitting in a live with you. Act naturally, and be extraordinary. You need to separate yourself from alternate messages sitting in that inbox.

You don't need to incorporate everything in the email. Construct expectation by offering a short clarification and after that sending them to a point of arrival, blog entry, item page or other goal that can give them more data.

On the off chance that you are advancing an occasion, construct reckoning by sending update messages or messages that set up your prospects for the huge day. Send a tad at any given moment and pick up their trust by offering important data each time.

To get your contacts anticipating more messages, attempt this procedure: disclose to them you're sending them a blessing via the post office... so look out.

At that point when that blessing arrives, you can wager your contacts will anticipate the following email from you - to perceive what different astonishments you have in store.

Your substance ought to likewise walk your clients down the way towards deals. All that you compose should enable the prospect to find solutions, clear up misguided judgments, move over hindrances and generally enable them to land at your item/benefit, prepared to purchase. For an inside and out take a gander at how to fulfill this, read The Mountain Man Method for Writing Copy.

UTILIZE PERMISSION BASED MARKETING

Prospects need to select in so as to get email correspondences from you. This is called authorization based promoting, and it is significant on the off chance that you need to do it the correct way. At the point when a prospect picks in to your rundown, he/she should comprehend what's in store from your future interchanges. Let them know whether you will be sending week after week tips, periodic advancements or day by day offers. Make certain to explain both the recurrence and substance matter of your future messages.

It is additionally essential to enable your prospects to effectively quit correspondences when they want. Enable them to deal with their information, including the alternative to quit getting all correspondence.

MAKE AN EMAIL STRATEGY

Sending one-off messages to loved ones works incredible, yet it doesn't function admirably to market. Each email you convey should fit in a more prominent plan, and they should all work toward a shared objective.

For instance, you can make an email arrangement that features the "3 mysteries to accomplishment in icy climate cultivating." Each week, you can convey another email pressed with information, stories and connections identifying with one of the privileged insights. Toward the finish of the arrangement, you can request that beneficiaries purchase your book, go to your

garden show or come in for an exceptional rebate on tulip globules. The messages cooperate, building reckoning en route and come full circle with a suggestion to take action.

You can do a similar thing with long haul follow-up arrangements, new lead training or some other promoting effort. The best part is that you can compose, make and load these messages early. As you get new leads, you can place them in whichever succession is generally proper.

UTILIZE MULTIMEDIA AND LINKS

Email showcasing is a decent approach to speak with your rundown, yet it isn't generally the most ideal approach to teach, engage or offer. Counting connects to recordings, podcasts, engaging articles, web-based social networking efforts, challenges or overviews, be that as it may, is a extraordinary approach to strengthen your message exceptionally.

Try not to endeavor to state everything in the email... utilize the greater part of your assets together. Email is only an awesome approach to get the word out. Distinctive prospects react to various types of correspondence, so don't be reluctant to attempt diverse systems

CONSISTENT FOLLOW-UP

One of the significant reasons private companies come up short is on the grounds that they don't catch up with leads and prospects. By and large, it takes a few interchanges with a prospect before he/she is prepared to purchase. In any case, most organizations surrender after 1 or 2 messages. That won't take care of business.

Quit leaving cash on the table and begin catching up with the majority of your prospects. In the event that you can remain before them, teaching and building trust en route, they'll come to you when they are prepared to purchase.

A standout amongst other approaches to have steady follow-up is through an email succession. On the off chance that you put another lead crusade, a long haul support succession and another client battle set up, you will see emotional change in your transformation rates.

The best part? You just need to compose these emails once.

CHAPTER 5

SOCIAL MEDIA MARKETING

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

Social Media Marketing 101: What Is Social Media Marketing?

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

We've created this guide to provide you with an introduction to social media marketing and some starter social media marketing tips and training to improve your business's social presence.

With these tips, you can begin developing your own social media marketing expert plan.

Social Media and Marketing: Start With a Plan

Before you begin creating social media marketing campaigns, consider your business's goals.

Starting a social media marketing campaign without a social strategy in mind is like wandering around a forest without a map—you might have fun, but you'll probably get lost.

Here are some questions to ask when defining your social media marketing goals:

- What are you hoping to achieve through social media marketing?
- Who is your target audience?
- Where would your target audience hang out and how would they use social media?
- What message do you want to send to your audience with social media marketing?

Your business type should inform and drive your social media marketing strategy.

For example, an e-commerce or travel business, being highly visual, can get a lot of value from a strong presence on Instagram or Pinterest. A business-to-business or marketing company might find more leverage in Twitter or LinkedIn.

How Social Media Marketing Can Help You Meet Your Marketing Goals

Social media marketing can help with a number of goals, such as:

- Increasing website traffic.
- Building conversions.
- Raising brand awareness.
- Creating a brand identity and positive brand association.

- Improving communication and interaction with key audiences.

The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve every other marketing goal on your list!

Best Social Media Marketing Tips

Ready to get started with marketing on social media? Here are a few social media marketing tips to kick off your social media campaigns.

- **Social Media Content Planning** — as discussed previously, building a social media marketing plan is essential. Consider keyword research and competitive research to help brainstorm content ideas that will interest your target audience. What are other businesses in your industry doing to drive engagement on social media?
- **Great Social Content** — Consistent with other areas of online marketing, content reigns supreme when it comes to social media marketing. Make sure you post regularly and offer truly valuable information that your ideal customers will find helpful and interesting. The content that you share on your social networks can include social media images, videos, info graphics, how-to guides and more.
- **A Consistent Brand Image** — using social media for marketing enables your business to project your brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, your business' core identity, whether it's friendly, fun, or trustworthy, should stay consistent.
- **Social Media for Content Promotion** — Social media marketing is a perfect channel for sharing your best site and blog content with readers. Once you build a loyal following on social

media, you'll be able to post all your new content and make sure your readers can find new stuff right away. Plus, great blog content will help you build more followers. It's a surprising way that content marketing and social media marketing benefit each other

- **Sharing Curated Links** — while using social media for marketing is a great way to leverage your own unique, original content to gain followers, fans, and devotees, it's also an opportunity to link to outside articles as well. If other sources provide great, valuable information you think your target audience will enjoy, don't be shy about linking to them. Curating and linking to outside sources improves trust and reliability, and you may even get some links in return.
- **Tracking Competitors** — it's always important to keep an eye on competitors—they can provide valuable data for keyword research and other social media marketing insight. If your competitors are using a certain social media marketing channel or technique that seems to be working for them, considering doing the same thing, but do it better!
- **Measuring Success with Analytics** —you can't determine the success of your social media marketing strategies without tracking data. Google Analytics can be used as a great social media marketing tool that will help you measure your most triumphant social media marketing techniques, as well as determine which strategies are better off abandoned. Attach tracking tags to your social media marketing campaigns so that you can properly monitor them. And be sure to use the analytics within each social platform for even more insight into which of your social content is performing best with your audience.

How to Choose the Best Social Media Platforms for Marketing

Here's a brief overview about how to use social media for marketing according to each platform's unique user base and environment. Different social media marketing sites require different approaches, so develop a unique strategy tailored for each platform.

1) Using Facebook for Social Media Marketing

Facebook's casual, friendly environment requires an active social media marketing strategy. Start by creating a Facebook Business Fan Page. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience.

Facebook is a place people go to relax and chat with friends, so keep your tone light and friendly. And remember, organic reach on Facebook can be extremely limited, so consider a cost-effective Facebook ad strategy, which can have a big impact on your organic Facebook presence as well!

You probably won't be surprised to learn that Facebook is the #1 social media platform used by businesses. In fact, according to eMarketer, 41% of US small businesses now use Facebook as part of their online marketing strategy.

Yet, despite its widespread usage, many business owners report that their efforts aren't as effective as they would like. In a survey of over 3,700 marketers, Social Media Examiner found that only 45% felt their efforts on Facebook were working.

This underlines the need for business owners to understand which strategies and practices are worth the effort for positive ROI. This article will break down the major components of

Facebook marketing, giving business owners actionable advice and best practices for each. These components are:

- Optimizing your Facebook page for SEO and likes
- Using Facebook groups to engage with your target market
- Encouraging social sharing through the use of Facebook buttons and plugins
- Getting your posts seen by more of your fans
- When and how often to post
- Using paid options to increase likes and reach
- Best practices for Facebook ads

Optimizing Your Facebook Page For SEO And Likes

Your Facebook page is the starting point for all your Facebook marketing efforts. Ideally, you want it to be ranking both in Google and in Facebook search for your brand name so your customers and prospects can easily find you. Then, once they've found your page, it should be appealing so people will actually choose to 'like' you. The following best practices will help you optimize your page for both of these purposes.

1) Choose a descriptive and memorable username: Sometimes called a vanity URL, your Facebook page username is simply the web address for your page (e.g., www.facebook.com/yourbusiness). By default, your page will be given a random URL comprised of numbers. Your username should accurately convey the topic of your page or your

full business name so search engines and customers can find you in Google and Facebook search. You must have at least 25 ‘likes’ in order to claim a vanity URL.

2) Use descriptive keywords in your about section: Your About section is your primary text-based real estate on your page. Be sure to accurately describe your business and products, using keywords customers might use in search queries. Be sure to include your website URL in your description to encourage clicks through to your site.

3) Ensure you’ve used the appropriate category for your business: Too often I’ve seen businesses that have improperly set their category. This can be a serious problem, particularly if you want to show up in Facebook Graph Search. If you’re a local business, it’s critical that you select this as your business type, because this will allow people to “check in” at your business. If you don’t typically have walk-in traffic at your business and don’t have a need for check-ins, choosing ‘Companies & Organizations’ may be more appropriate.

4) Optimize your page images: Your cover and profile photos are what visitors will first see when arriving at your page. Your images should be professional quality, and should accurately reflect the look and feel of your brand. Ensure they meet the optimal size requirements so they don’t appear skewed: your cover photo should be *851x315 pixels* and your profile photo should be *160x160 pixels*.

5) Make the most of pinned posts: Research and experience tells us that most people will visit your page wall only *once*. They will like your page, and then continue to interact with your posts that appear in their newsfeed – but will rarely (if ever) visit your wall. For this reason, your page’s primary function is to get people to click that ‘Like’ button. Facebook allows page admins

to pin *one* post to the top of their page. Ensure that the topic of this post is interesting, unique and contains an eye-catching image.

Using Facebook Groups To Engage With Your Target Market

While pages are the primary tool businesses owners should be using to market their business on Facebook, groups can be an extremely effective add-on strategy in many industries and niches. When used correctly, groups can be an incredible source of traffic, and can lead to increased engagement and authority for your business.

By participating in other people's industry-related groups, you can help establish yourself as an authority in your field. Offering useful advice and tips can help you become a valued member of the group; and as people grow to trust you, they'll want to find out more about you (and your business).

Perhaps the most beneficial use of Facebook groups, however, is to create and participate in your own interest-related groups. Groups give you the opportunity to engage with your audience in a much more personal and relatable way, and allow you to become a part of your target market's day-to-day conversations. Create a group that welcomes conversations about anything related to your industry. For instance, if you're a contractor, you could start a group where people could ask questions about or discuss home renovations or DIY building projects.

Encouraging Social Sharing Through The Use Of Facebook Buttons and Plugins

Your website and Facebook page should work together seamlessly. Your marketing funnel will often work at moving traffic *from your Facebook page to your website or blog*. However, you'll also want to make sure you give your website visitors a way to like and share your content on Facebook, and to interact with your page.

Ensure each piece of content on your site has a like and share button next to it. You can add these manually, or you can use a third party service like Add This or a WordPress plugin to customize your buttons and make the process of adding buttons easier.

To give your website visitors the chance to like and interact with your page, install the page plugin in the sidebar of your site. When setting up the plugin, you'll be given options regarding how you want it to look. I recommend selecting 'Show Page Posts' so your website visitors get a preview of what type of content you typically share on your page.

Getting Your Posts Seen By More Of Your Fans

A common complaint among page owners is that many of their fans don't actually see their Facebook posts. Facebook has addressed this concern, stating that falling reach is the result of two main factors: First, because of the sheer amount of content being shared each day, there is simply not enough room in users' newsfeeds to show every single post. This makes the competition for placement in users' feeds fierce, and results in decreased exposure for organic posts.

The second reason post reach has fallen is that Facebook's algorithm is designed to show the most *relevant* content to users; and relevancy is determined by – among thousands of other factors – how a person has interacted with a page's posts in the past (likes, comments, shares),

the type of post being shared (image, video, link, etc.) and the popularity of a page's past posts among all users. In other words, the more popular your posts are, the more often they'll be shown in users' feeds.

To give yourself the best chance of making it into your fans' feeds, use the following strategies for your organic posts:

- **Use videos as part of your posting strategy.** According to research, videos now lead in terms of organic reach. Between October 2014 and February 2015, videos received organic reach of 8.71%, compared to a reach of 5.77% for text-only status.
- **Regularly consult your page Insights to see what types of content are resonating with your audience.** Your page Insights contains a wealth of data on what types of content are getting engagement with your audience. See which post formats are getting the most traction (photos, videos, links, text-only posts), as well as which topics your audience seems to be passionate about. Also note which days and times, as well as posting frequency, seem to work best with your fans.
- **When posting promotional content, be sure to include a relevant and engaging backstory for optimal reach.** In late 2014, Facebook announced that they would be limiting the reach of posts they found "too promotional": posts that pushed people to buy a product, enter a contest or that reused content from ads.

To give your promotional posts the best chance of being seen, make sure you provide engaging content – not just a plea to buy your product or visit your website. Ask yourself, "Will my fans

find this post interesting enough to read it and interact with it, even if they don't want to buy my product?"

For more strategies for increasing your post reach, see my article [Why Your Organic Facebook Reach Is Still Falling – And What To Do About It](#).

When And How Often To Post

I know some business owners who get hung up on posting at the *perfect* time, on the *perfect* day for optimal reach and engagement. But the truth is, there's no one-size-fits-all approach to post timing. There has been much research done on optimal posting time and frequency, but these are best used as a starting point for your own research. Be sure to consult your Facebook Insights to see whether these best practices hold true for *your* audience.

Some research has suggested that posting on **Thursdays and Fridays** may result in higher engagement. Optimal posting times seem to vary considerably, however **1pm and 3pm** seem to be good places to start your testing.

In terms of posting frequency, I like Buffer's suggestion: "Strike the balance between informative and annoying". I know some businesses that have success posting 5-10 times per day. For other businesses, once per day (or even 3x/week) is more appropriate. Social Bakers found that **5-10 posts per week** is ideal: "Typically if you post fewer than 2 posts a week, you will not engage your audience enough for them to maintain a social connection with you, and you will lose engagement. If you post more than 2 per day (as a brand) you will typically lose engagement. That means the ideal number is between 5 – 10 posts per week as a

brand, and as a media company, this is typically 4 – 10× higher, as news [is] information people engage with all day long.”

Using Paid Options to Increase Likes And Reach

While it is possible to experience decent reach for your posts using free strategies, you may want to supplement your organic strategies with paid options. Facebook currently offers two main ways to extend the reach of your page posts.

1) Post boosts: Boosting a post will increase its visibility in users’ newsfeeds. You can choose to have your post shown to your page fans, friends of your fans, or to other people who you select through targeting. Targeting options for your posts include interests, age, gender, and location. To boost a post, simply click on ‘Boost’ when creating a new post; you’ll also find this setting on old posts if you want to boost a post that’s already been published.

Boosting posts is a quick and easy way to extend the reach of your posts, but I recommend promoting your posts instead. While it’s slightly more complicated to create a promoted post, the added targeting and control of promoted posts usually make them worth the extra effort.

2) Promoted posts: Promoted posts can be accessed via your Facebook Ads Manager. To begin creating your promoted post, go to Facebook’s Ad Creator and click on Boost your posts. Note that while this is still called ‘Boosting’, you’ll have more targeting and budgeting options than by simply clicking ‘Boost’ from your page.

When to promote a post











One of the difficulties business owners face is in knowing *when* to promote a post. Generally speaking, you'll only want to promote posts that help you meet a *specific goal*, like getting traffic to your website or selling a product. When you've decided on a post that you'd like to promote, I highly recommend using Jay Behr's STIR strategy. Best practices for promoting or 'stirring' a Facebook post include asking yourself a number of questions about the shelf-life (S), timing (T), impact (I) and results (R) of your post, as seen here:



Image courtesy of Convince and Convert

Facebook ads: Facebook offers a variety of other advertising options apart from promoting a single post. You can choose your ad type based on a number of objectives. As we've already discussed, one of these objectives is boosting or promoting a post. However, other options include promoting your page (getting more likes), sending people to your website, increasing conversions on your site and getting people to claim your offer.

Once you've selected a campaign objective, you can set your own targeting and budgeting options, and choose the creative (image, video, text, link, etc.) for your ad.

Choose the objective for your campaign		Help: Choosing an Objective
	Boost your posts	
	Promote your Page	
	Send people to your website	
	Increase conversions on your website	
	Get installs of your app	
	Increase engagement in your app	
	Reach people near your business	
	Raise attendance at your event	
	Get people to claim your offer	
	Get video views	

Choosing your campaign objective will help you meet your advertising goals.

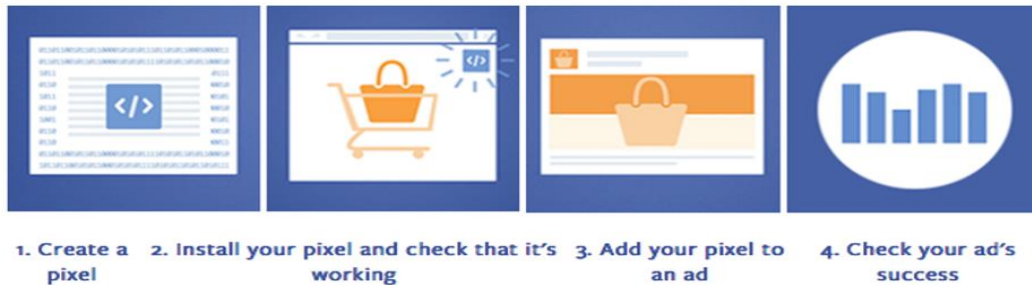
Your ad can have three potential placements: desktop newsfeed, mobile newsfeed, and desktop right column. By default, all three options will be selected. To stop your ad from being displayed in one of these locations, simply click ‘Remove’ next to location name.

Ad Preview	
1 of 1	
✓ Desktop News Feed	Remove
✓ Mobile News Feed	Remove
✓ Desktop Right Column	Remove

Best Practices For Your Facebook Ads

Unfortunately, it’s easy to spend a significant amount of money on your Facebook ads without achieving your desired objectives. Ads can be a very effective way to get traffic, likes and conversions, but there are a number of best practices (some straight from Facebook) that will lessen the learning curve and get you reaching your goals more quickly.

- **Always use audience targeting:** Advertising to a broad, general audience using no targeting is tantamount to throwing your money out the window. As mentioned previously, while boosting a post right from your page can sometimes be effective, taking the time to promote a post within your Ad Manager will usually help you reach your goals quicker. In particular, test out a variety of *behavior targeting options*, as these tend to be among the most effective targeting options.
- **Put your most important content first:** Users are most likely to see content near the beginning of your ad. For this reason, it's important to put your most important content (e.g., link or call to action) near the beginning of your copy.
- **Rotate your ad every 1-2 weeks:** Particularly if you're using specific targeting for your ad (and are therefore advertising over and over to a relatively small audience), it's important to change up your ad's image and copy every week or two. Using the same content over and over will result in "ad fatigue" or "banner blindness", decreasing the chances of your ad getting noticed and clicked on.
- **Use conversion pixels to track the effectiveness of your ads:** If you're going to be purchasing multiple ads, using conversion pixels will let you know which ads are helping you meet your goals. You can choose from a variety of conversion types when creating your pixel, including checkouts, registrations, leads, page views, and adds to cart. For detailed instructions on setting up conversion pixels on your site, see Facebook's help page.



- **Use a strong call to action:** Always let users know what you would like them to do.

While you don't necessarily need to be as directive as telling them to click on your ad, you should let them know *why* they should click on your ad. This could be to take advantage of a sale or deal, to read content, to request more information, etc.

- **Use different ads for different newsfeed placements:** While Facebook allows you to use the same images and copy for all types of ads, it's important to create separate ads for each. Ads for mobile, desktop newsfeed or desktop right column will likely all have slightly different objectives and will obviously be displayed differently within users' feeds. Customize your ads for their intended location, and be sure to track their performance as you go long.

Using Google+ for Social Media Marketing

Google+ entered the scene as a Facebook competitor, but it now serves a more niche audience. It won't work for everybody, but some communities are very active on Google+.

On Google+ you can upload and share photos, videos, links, and view all your +1s. Also take advantage of Google+ circles, which allow you to segment your followers into smaller groups, enabling you to share information with some followers while barring others. For example, you

might try creating a “super-fan” circle, and share special discounts and exclusive offers only with that group.

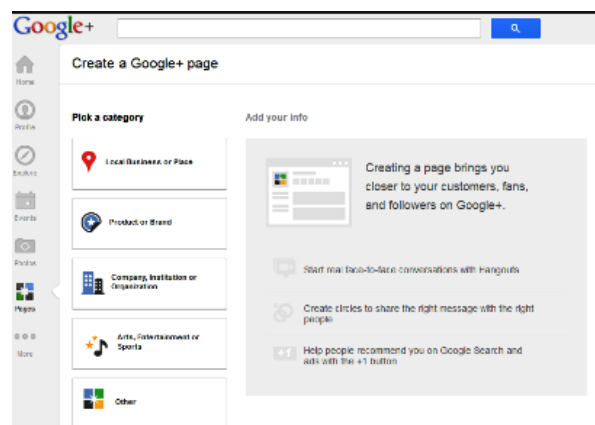
You can also try hosting video conferences with Hangouts and experiment using the Hangout feature in some fun, creative ways. Some social media marketing ideas: if you're a salon, host a how-to session on how to braid your hair. If you own a local bookstore, try offering author video chats. If you're feeling adventurous, invite your +1s to your Google+ Community. Google+ Communities will allow you to listen into your fan's feedback and input, truly putting the social back into social media.

5 Tips for Using Google+ to Boost Your Marketing

If you are wondering how to best use Google+ to enhance your marketing, Google+ is quickly becoming an essential part of any business’s social media strategy.

It boasts a cool 250 million users! And this number is sure to grow very quickly as Google is making a Google+ account mandatory for all Gmail users.

It’s an audience marketers cannot ignore.



Google+ can help people learn about what makes your business tick -- your products, promotions, hours and anything else you want to share.

Google+ also plays a major role in search engine optimization (SEO) by making it easier for marketers to show up in search results—yet another reason to include Google+ in your social media strategy.

Here are five simple ways to give your business an almost immediate boost using Google+.

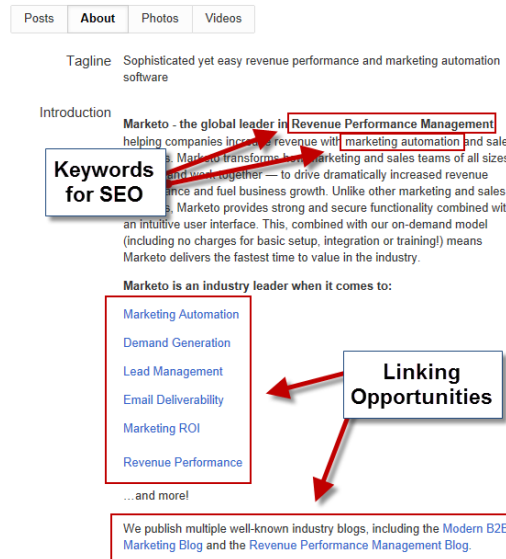
1) Include Keywords and Relevant Links on Your About Page

The About page is a fantastic opportunity to give a quick overview of your business.

You can also link back to specific pages and services from this page, directing potential customers to the most important pages on your website.

It's important to have a balance of marketing-savvy copy that's also SEO-friendly. So make sure to include information that searchers will want to know about your company.

Be sure to include information that searchers will want to know about your company.



Include keywords and links relevant to your business on the About page.

Take advantage of the fact that Google+ allows you to use bullets in your description, which makes it simple to create an easy-to-read list of your products and services.

You can also include links to specific pages and a contact form.

Test and track different variations to see what works best for your business.

2) Connect With Your Whole Audience Using Google+ Events

Google recently announced the Events feature which allows Google+ users to send out customized invitations to anyone regardless of whether they are Google+ users. It syncs beautifully with Google Calendar and shows up automatically when a user confirms for an event.

In addition to sending out invites to webinars, work functions, parties, etc., Google Events can also send out invites for Google+ Hangouts.

This could be the catalyst to get your business on board with Hangouts or increase the awareness and attendance of the events you're already hosting.



You can use the Event Tool to send invitations for Hangouts as well as other events.

The “Party Mode” feature of Events allows everyone in attendance to instantly upload pictures into the same album using the Google+ mobile app, creating a living, real-time photo journal of a specific time and place. You can then show the photos off in chronological order as a slideshow, all within Google+.

3) Post Often and Optimize for Best Search Results

Google’s Social Search results are more relevant when they take into account your social connections. That makes it important to include keywords within your posts so that they will show up in your followers’ search results.

Google’s search algorithm includes personalized search results specifically pulled from Google+ activity. The more relevant and content-based your Google+ posts are, the more search results you are likely to show up in.



When a user is signed in to their Google account the search results may highlight relevant content that's created by or shared by your social connections.

For example, a search for “B2B marketing” shows activity from my connections as most relevant under Google’s Social Search personalized results.

4) Set up Google Authorship for SEO Benefits

Google is aggressively using SEO benefits to entice webmasters and bloggers to engage with Google+. Google Authorship is how Google authenticates and will increasingly begin to “trust” you as a quality source of content.

Setting up Google Authorship is simple and straightforward.

You identify yourself to Google through your Google+ profile and then link back to it from your content and vice versa.

Google Authorship is the easiest way to take advantage of the SEO benefits of Google+. Doing so will allow the author’s picture to show up next to his or her blog posts in Google search results, causing higher rankings and click-through rates.



Search results with author images are more trusted and much more likely to get clicks.

The business benefits for setting up Google Authorship will:

- Increase awareness of your overall Google+ profile page
- Add a human element to your content and increase trustworthiness
- Help your content stand out from the crowded search results page
- Improve your chances of showing up in more personalized search results
- Protect the original post's ranking position as higher than a post that has scraped or syndicated the original content
- Studies have shown that Google Authorship will increase click-through rates

Step 1: Add a link to your Google+ profile on each of your blog posts.

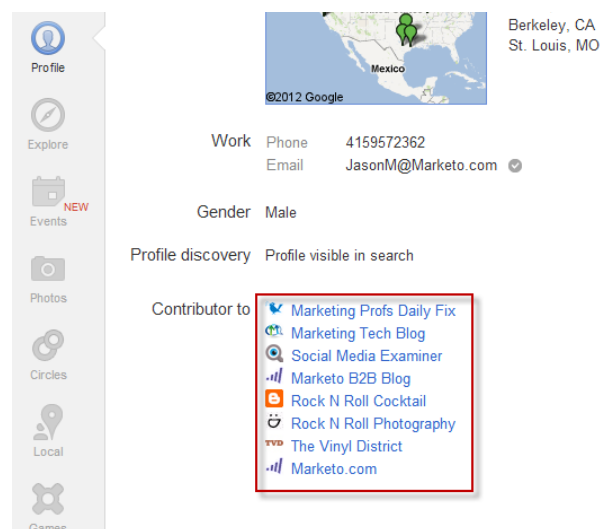
On each of your blog posts, add a link to your Google+ profile with “rel=author” attached to the end of the link URL.

Here's an example: <http://plus.google.com/111498947729292607681?rel=author>. It doesn't matter where on the page you put the link or what the anchor text is (the clickable words in the link). You can even link an image instead of text.

If you want to insert this link into all of your blog posts automatically, then you can add it to your blog template; for example, in the footer or header (assuming your blog only has one author).

Step 2: Link from your Google+ profile back to your blog.

After you add a link to your Google+ profile on each one of your blog posts, the last step is to link from the opposite direction, from your Google+ profile to your blog. You do this by adding a link to your blog in the “Contributor to” section of your Google+ profile.



Include links to each blog that you contribute content to.

5) Find Relevant Users and Conversations to Engage With

The number-one rule for success within a community or social platform is to engage in the relevant conversations that are taking place and add value when doing so. The success of your business within Google+ will be a direct result of how you engage from both your personal and business pages.

Here are two great places to find users and conversations to engage with.

Google+ shared circles directory: For your personal page, check out this Google+ shared circles database created by Chris Porter. It's a fantastic list of Google+ circles based on industry.

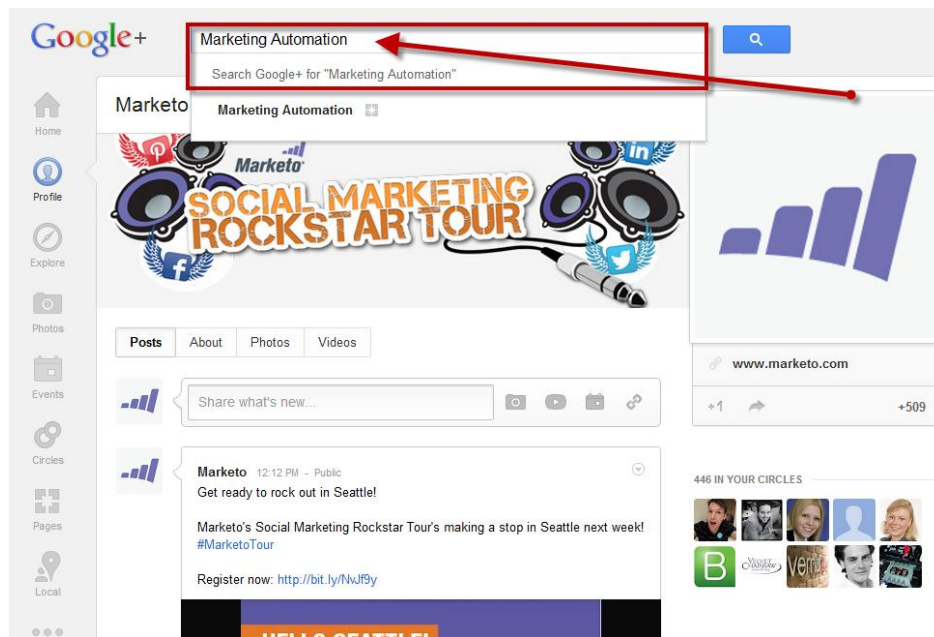
Google+ Shared Circles					
File Edit View Insert Format Data Tools Form (1306) Help View only					
Fx https://plus.google.com/u/0/114022412482697350309/posts/RummtjaWED					
1	A	B	C	D	E
	Timestamp	Category	Circle Name	Size	Circle Link
66		Authors	Romance Authors	12	https://plus.google.com/u/0/118379821279745746467/ Ben Langhinichs
67		Authors	Science Fiction Writers	127	https://plus.google.com/u/0/118379821279745746467/ Ben Langhinichs
68		Authors	Screenwriters	73	https://plus.google.com/u/0/114642622308615236787/ Richard Cosgrove
69	12/13/2011 9 23:27	Authors	S&F Fantasy Writers	41	https://plus.google.com/111327923750971822578/post Jakub Kaliszewski
70		Authors	Writers	66	https://plus.google.com/109708632267514741537/post Nur Karlica Roy
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72		Authors	Writers	20	https://plus.google.com/1096921090903656386/post Cliff Roth
73		Authors	Writers and People Who Want to Write	297	https://plus.google.com/u/0/108208027022579038018/ Joseph Steele
74		Authors	Young Adult Fiction Authors	82	https://plus.google.com/u/0/118379821279745746467/ Ben Langhinichs
75	12/25/2011 19:09:29	Aviation	Active Aviation	147	https://plus.google.com/u/0/116097041028008353958/ GJ Primus
76		Aviation	Aviation	70	https://plus.google.com/u/0/106289295988737221222/ Chris Muncy
77		Aviation	Social Flights Circle	30	https://plus.google.com/109721367307563395656/post Jay Deragon
78	11/17/2011 0:40:47	Business	Automotive Industry Professionals	500	https://plus.google.com/11169218917882409731/post John Byernum
79	10/25/2011 1:30:04	Business	Business & Life Coaches, Advisors & Mentors	100	https://plus.google.com/u/0/102170431816592344972/ Rob Gordon
80	11/6/2011 13:33:37	Business	Business, Economics, Finance, Investing	65	https://plus.google.com/u/0/109996340173176244822/ Neil Carvin
81	10/27/2011 11:59:16	Business	CEO's 1	500	https://plus.google.com/10091812543208339593/post Paul Merweather
82	10/27/2011 12:02:56	Business	CEO's 2	55	https://plus.google.com/10711360568614821764/post Paul Merweather
83	10/27/2011 17:24:37	Business	Economists/ Influencers in Economics	66	https://plus.google.com/116522077138124077203/post Ammon Hoyes
84	10/23/2011 15:06:56	Business	Emprendedores digitales - #edig	35	https://plus.google.com/116522077138124077203/post Ricardo Hoyos
85		Business	Entrepreneurs	201	https://plus.google.com/u/0/118379821279745746467/ Michael van der Galien
86	10/23/2011 18:04:22	Business	Entrepreneurs & Freelancers (updated)	77	https://plus.google.com/u/0/1050485303480660420/ Rodney Pike
87	1/6/2012 20:37:11	Business	Entrepreneurs & Freelancers (updated)	399	https://plus.google.com/u/0/102170431816592344972/ Rob Gordon
88	1/10/2012 10:15:58	Business	Financial Professionals 1	481	https://plus.google.com/10091812543208339593/post Paul Merweather
89	1/10/2012 10:15:32	Business	Financial Professionals 2	481	https://plus.google.com/10091812543208339593/post Paul Merweather
90	1/10/2012 10:17:00	Business	Financial Professionals 3	481	https://plus.google.com/10091812543208339593/post Paul Merweather
91	10/21/2011 19:10:14	Business	Forex Traders	79	https://plus.google.com/113312235126443626067/post Bill Harrison
92	12/6/2011 19:05:03	Business	Franchise Professionals	186	https://plus.google.com/u/0/100331574402853854983/ Jon Carlston
93	11/8/2011 8:13:17	Business	HR	306	https://plus.google.com/u/0/110561121684215320335/ Thomas Kujawa
94		Business	Human Resources	37	https://plus.google.com/u/0/11609983446233097542/ Mirjam van Dijk
95	1/11/2012 0:21:04	Business	Internet Marketing Plus	101	https://plus.google.com/u/0/114022412482697350309/ Sasha LeBaron
96	11/8/2011 20:00:01	Business	Investing	16	https://plus.google.com/u/1/11752457262886523434/ Carson Cole
97		Business	Market Research Professionals	33	https://plus.google.com/110423635638170962817/post Paul DesBarres

Google+ shared circle databases are a great way to find targeted circles to engage.

With one click you can add these shared circles to your personal Google+ circles and have a lively stream of relevant posts and conversations to engage with.

Since your business page cannot circle someone until they circle you, it's important to build relationships with your personal page and introduce your business page's content where appropriate.

Take advantage of the rich search functionality of Google+: Search for mentions of your brand and industry-related keywords. Save your searches and they appear on your left sidebar for quick reference.



Regularly search your brand name and top keywords to find mentions and conversations.

Monitor your saved searches daily and respond to mentions, comment on threads and re-share people's posts.

Even if you have nothing to say, a +1 or a simple “thanks for the mention” or “great post” lets them know that you’re paying attention. Staying top of mind is terribly underrated and these simple gestures will make an impact over time.

Using Pinterest for Social Media Marketing

Pinterest is one of the fastest growing social media marketing trends. Pinterest's image-centered platform is ideal for retail, but anyone can benefit from using Pinterest for social media purposes or sales-driving ads.

Pinterest allows businesses to showcase their product offerings while also developing brand personality with eye-catching, unique pinboards. When developing your Pinterest strategy, remember that the social network's primary audience is female. If that's your demographic, you need a presence on Pinterest!

Pages that have images get 94% more page views than those without! Are you taking advantage of this awesome visual bookmarking tool?

With 200 million monthly users, Pinterest may not be a social media behemoth like Facebook, but it's an important social platform with deep penetration in valuable demographics. Half of all U.S. millennials use Pinterest, for instance. But it's not just young people saving their ideas on the network: 68 percent of U.S. women between the ages of 25 and 54 use Pinterest, too. And while it's true that the network does have more female users than male, 40 percent of new users are men.

If you don't have a solid plan in place for how to use Pinterest as part of your business strategy, you're missing out on key opportunities to reach potential new customers.

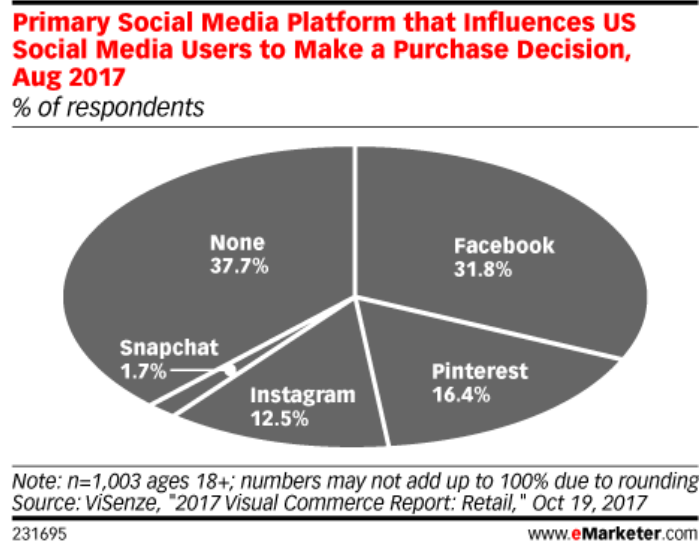
Why use Pinterest for business?

People use Pinterest for different reasons than they use networks like Facebook and Instagram.

Pinterest is a network where people look for inspiration, including specifically seeking out ideas

about new products to buy. According to eMarketer, only Facebook outranks Pinterest in terms of influencing U.S. social media users' purchasing decisions.

Media users' purchasing decisions.



More than two-thirds of Pinners say they've discovered a new brand or product on Pinterest, and a whopping 93 percent of Pinners (yes, that's almost all of them) use the network to plan purchases.

And it's not just planning. Half of Pinners have actually made a purchase after seeing a Promoted Pin, and two-thirds look at saved Pins while out shopping in brick-and-mortar stores. Pinterest for Business overview

Since Pinterest is a little different from the other social networks, before we talk about how to use Pinterest for business, here's quick overview of some key Pinterest terminology.

Pins

A Pin is simply any image or video that someone chooses to save to Pinterest. For businesses, more important than the image itself is the link: Every pin links back to the original source, so Pinterest can be a great source of referral traffic.

Boards

Pinterest users (called “Pinner”) save a lot of stuff—an incredible 100 billion Pins to date. In order to keep things organized, they sort their Pins into collections called boards. For example, boards from the Hootsuite Pinterest account include case studies, best practices & trends, and infographics.

Pinner can follow your entire account, or just the specific boards that interest them most. Then, the Pins you save will appear in their feed.

Feed

A Pinterest feed is just like a feed on any other social network—it’s a collection of links and content from boards and users that the Pinner has followed.

How to set up a Pinterest account for your business

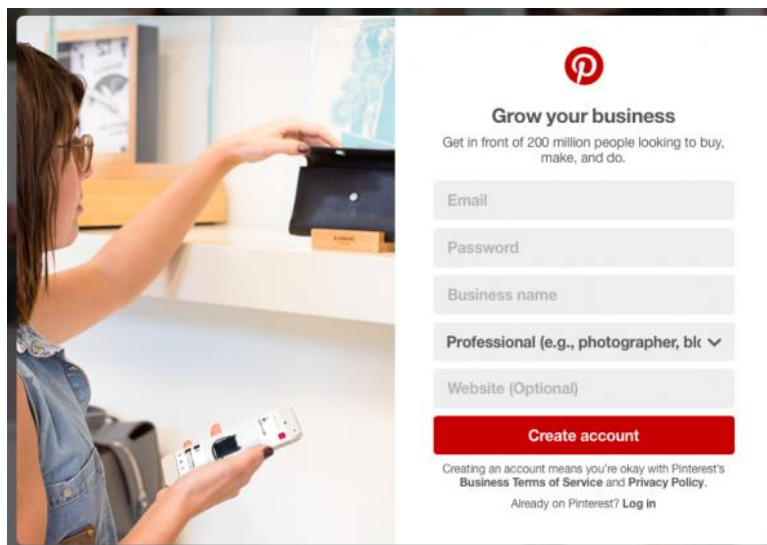
If you plan to use Pinterest to market your business, you should create a Pinterest business account, rather than a personal account. Business accounts offer business-specific features like analytics and the ability to use Pinterest advertising.

If you already have a personal Pinterest account, you can convert it to a business account. You’ll just need to fill in some additional information about your business and accept the business-specific terms of service.

If you don’t already have a Pinterest account, here’s how to create one for your business.

Step 1:

- Create your Pinterest for business account
- Go to the Pinterest for business page and click **Join as a business**.
- Enter your email address, password, business name, and website, and choose which category your business falls into: professional, public figure, media, brand, retailer, online marketplace, local business, institution/non-profit, or other.
- Be sure to review the terms of service and privacy policy. Then click **Create account**.



Step 2: Complete your profile

You've now got the bare bones of a Pinterest account, but you need to fill in your profile details to make your brand appealing and credible.

- Log into your new Pinterest account, hover over the profile icon on the top right and click **Settings**.

- Scroll down to the Profile section to upload a profile photo (optimal size: 165 x 165 pixels), complete the About you section, and add your business location. Then, click **Save settings**.

Step 3: Confirm your website

Confirming your website allows you to see what people Pin from your website, and adds your logo to any Pins made from your site. Confirming your website will also boost your Pins' rankings in search results.

- From Pinterest settings, scroll down to the Profile section and click **Confirm website**.
- Copy and paste the provided text into the HTML of your website's index page.
- Click **Finish**

Confirm your website

This lets you see what people are saving from your site and adds your logo to any Pin that came from your site.

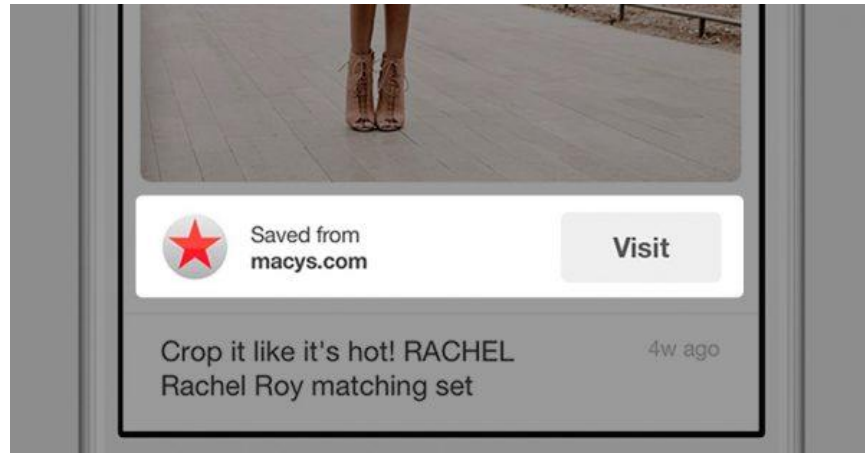
Copy and paste this tag to the <head> section of your website's index.html file.

```
<meta name="p:domain_verify" content="c0b72a58d69a45a4abc989909c0a814c"/>
```

(Having trouble? [Download this file](#) and upload it to your site)

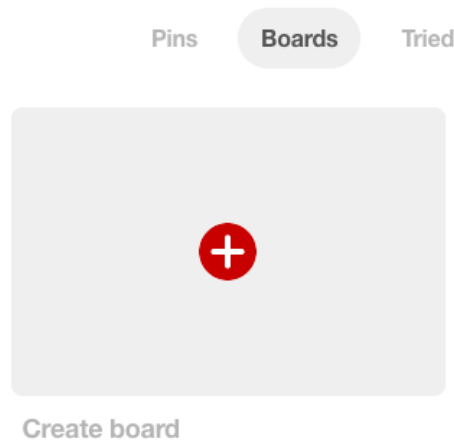
CancelFinish

To check whether your website is confirmed, try Pinning a link from your site. You should see your logo or profile picture below the Pin.



Step 4: Create boards

Now that your account is ready to go, you need to start sharing and organizing content so that Pinner will have a reason to follow either your entire account or one or more of your boards. From your Pinterest profile, click the Boards tab, then click the **red plus sign** to create a new board.



- Enter a descriptive name for your board. Use compelling but clear language to convey what you'll Pin to the board, and keep the name to a maximum of 20 characters so it doesn't get cut off.
- Return to the boards tab and click on the name of your new board, then click the **pencil icon** to enter more details.
- Enter a clear description of what you'll save to your board, and choose an appropriate category. If you want to start saving Pins to your board but you're not ready for people to see it yet, you can choose to make the board secret until it's ready to go.

Edit your board

×

Name

Hootsuite Ambassadors

Description

Our Hootsuite Ambassadors are passionate social media practitioners from all around the world that are very active in sharing their thoughts and tips. We are pinning some of their great achievements and

Category

Education

▼

Secret

Learn more

☐

Collaborators

Learn more

Invite

Delete board

Cancel

Save

Step 5: Start Pinning

Now that you have your boards set up, it's time to add some Pins. The easiest way to save to Pinterest quickly is to install the Pinterest browser button, which allows you to Pin anything from the web with just a couple of clicks.

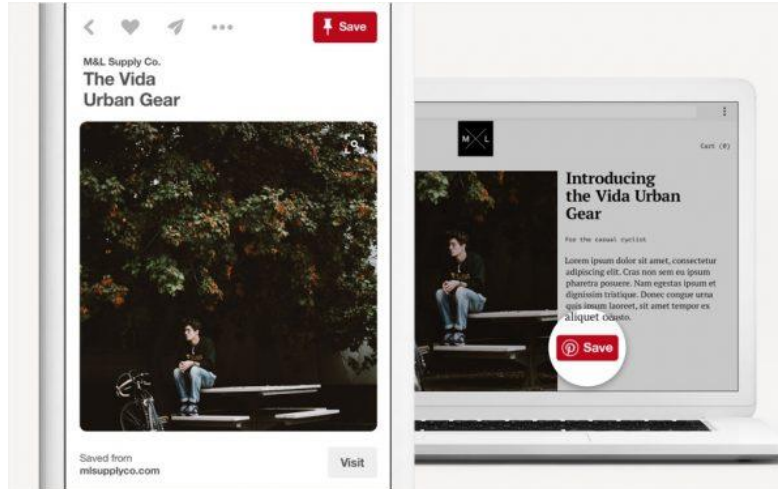
- Install the appropriate Pinterest browser button for your preferred browser.
- To Pin something from the Web, click the **Pinterest icon** on your browser toolbar.
- Select your favorite image from the available options and click **Save**.
- Add or edit a description.
- Select which board to save your Pin to.
- Once you have added several Pins to your board, you can choose the most visually compelling to be the cover Pin.
- From the boards tab, hover over your board and click the **pencil icon** on the bottom right.
- Scroll down to Cover and click **Change**, then scroll through to choose your cover Pin.

Using Pinterest for business: tips and tactics

1. Add save buttons to your site

If you want people to take action, you've got to make it easy for them to do so. Since adding a save button to your website allows people to Pin your content with just a click, even if they don't have the Pinterest browser button installed, it should be no surprise that doing so can quintuple the amount of content Pinner's save from your site.

You can choose to use automatic buttons—in which case a clickable Pinterest Save button will appear on every image on your site—or hover buttons, which will appear only when someone hovers their mouse over the images. Or, you can choose to add a Pinterest Save button only to a specific image on your site.



You can create your Pinterest Save buttons using the Pinterest Widget Builder. You'll find step-by-step instructions and learn more about how to use social save and share buttons in our post on social media buttons for every network.

2. Pin consistently

Pinterest recommends that you Pin something at least once per day, during peak times—which they've found to be evenings and weekends for U.S.-based brands. Pinterest also highlights that consistency is key—if you're going to post a large number of posts over the course of a week, divide them up and post several per day rather than posting them all at once.

If you're creating Pins to coincide with an upcoming holiday, season, or event, you should start posting them about 45 days in advance.

3. Focus on great visuals

Pinterest is a highly visual medium, so it's worth the effort to create quality imagery. Your photos should be clear, well-lit, well-composed, and—most importantly—in focus. If you don't have the time, the tools, or the skills to create imagery of your own, there are plenty of stock photography websites with quality photos you can use.

Think about creative ways to showcase your product and your brand visually. After studying the performance of 50,000 promoted Pins, Pinterest found that lifestyle images generally outperform product images. For instance, fashion and style Pins showing products in use in real life saw 30 percent more click throughs and 170 percent higher checkout rates than those showing the product alone.

For example, this Pin from Hunter Boots showcases how their boots can be worn, rather than offering a plain close-up of the boots themselves.

Eighty percent of Pinner use the Pinterest app to access the network on mobile devices, so images should be optimized for a small screen. Vertical images are your best bet, since they give you more real estate to work with. The image ratio can be up to 1:2.8, but 2:3 is ideal, which means your image should be 600 x 900 pixels. If your image is taller than 1560 pixels, it will get cut off.

Adding a few words of text to your images can help give an immediate idea of what the linked content is all about. For example, food-related Pins that include a short text call-out get 23 percent more click throughs and 31 percent more saves. But don't go overboard, since Pinterest specifically recommends avoiding images that are too busy.

Finally, keep in mind that you can create multiple Pins with different images that point to the same webpage. This is not only allowed, but encouraged, since different images can appeal to different audiences.

4. But don't neglect the words

Sure, we've just told you that Pinterest is a visual medium—but great visuals alone are not enough to create serious engagement. Make the most of the description field to tell viewers exactly what they will get if they click through to the linked content on your site. Make sure to include your most important keywords to help your Pins appear in search (but, of course, be sure to do this in a natural and helpful way rather than engaging in keyword stuffing).

The description in this Pin from BobVila.com incorporates some great keywords related to power outages (and the weather incidents that cause them) while still sounding like it's written for people rather than search bots:

If you create multiple Pins with different images pointing to the same content, make sure to create a unique description for each one.

Then, make sure that linked content delivers on what you promise. Quality content will get Pinner excited about following and interacting with your brand both within and outside of Pinterest. On the other hand, Pinterest penalizes Pins with broken links, so make sure all of your Pinned links are correct and up to date.

5. Use Rich Pins when appropriate

Rich Pins are enhanced Pins that use metadata pulled from your site to provide extra information about what Pinners will find when they click on a Pin. Rich Pins are available for apps, recipes, products, and articles—in other words, they are almost certainly applicable to the content you are Pinning or hoping that others will Pin from your site.

For example, Rich Pins for articles include a headline, the name of the author, the date the article was published, and a story description. They also specifically indicate that the link points to an article, and include a call-to-action button that says “Read it.”

6. Get social

Remember: Pinterest is a social network, not a billboard. If you want people to engage with your Pins, you’ll need to be engaged yourself. Follow boards or accounts from relevant but non-competitive brands in your industry, and make sure to actively like and engage with Pins related to your niche.

You can also get employees and brand evangelists involved in your Pinterest network by inviting them to contribute to group boards. For example, Allrecipes has a board where more than 100 of its “Allrecipes Allstars” contribute Pinned recipes. The board has been a huge success for Allrecipes, attracting nearly 400,000 followers.

7. Use analytics to improve results

Pinterest Analytics provides important information about what types of content perform best on the network, so you can tweak and improve your Pinterest for business results over time. You'll be able to see which Pins are most popular and which drive the most traffic to your site, so you can focus on the metrics that matter most to your particular business.

You'll also see which boards your Pins are included in, which can give you a sense of how people think about your business and your products, and spark new ideas for how to position your Pinterest efforts. And you'll get information about the demographics and interests of people who interact with your Pins, providing valuable insight to help you target your strategy to precisely the right audience.

For example, the fashion brand Reiss was surprised to learn that their menswear Pins drove more clicks and impressions than Pins of women's clothing. They quickly revised their previously female-focused Pinterest strategy to target more men, brought in even more male followers, and saw a large jump in referral traffic to their menswear pages.

You can access Analytics directly from your profile by clicking the Analytics tab on the top left of the screen, and learn more about the details of using Pinterest Analytics to fine-tune your strategy in our post on Pinterest Analytics for business.

8. Try Pinterest ads

Promoted Pins (aka Pinterest ads) are a great way to get your Pins seen by more people, creating new exposure for your brand. But Promoted Pins can provide exposure well beyond what you

pay for. Internal Pinterest data shows that advertisers get an average of 20 percent more organic clicks in the month following the launch of a Pinterest ad campaign.

Pinterest identifies Promoted Pins by placing the word “Promoted” below the Pin. Clicking on the more icon (...) brings up a statement describing who paid for the ad. For example, take a look at this Promoted Pin from Style Bistro:

However, when Pinnerers save your Promoted Pins to their own boards, they become regular organic Pins, so the promotional labels are stripped out.

Using Twitter for Social Media Marketing

Twitter is the social media marketing tool that lets you broadcast your updates across the web. Follow tweeters in your industry or related fields, and you should gain a steady stream of followers in return.

Mix up your official tweets about specials, discounts, and news with fun, brand-building tweets. Be sure to retweet when a customer has something nice to say about you, and don’t forget to answer people’s questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible to nurture and build your following.

Using LinkedIn for Social Media Marketing

LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides

a place to share content with like-minded individuals. It's also great for posting jobs and general employee networking.

Encourage customers or clients to give your business a recommendation on your LinkedIn profile. Recommendations make your business appear more credible and reliable for new customers. Also browse the Questions section of LinkedIn; providing answers helps you get established as a thought leader and earns trust.

Using YouTube for Social Media Marketing

YouTube is the number one place for creating and sharing video content, and it can also be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video “go viral,” but in reality those chances are pretty slim. Instead, focus on creating useful, instructive “how-to” videos. These how-to videos also have the added benefit of ranking on the video search results of Google, so don't under-estimate the power of video content!

Location-Based Social Media Tools

Social media platforms like Yelp, Foursquare, and Level Up are great for brick and mortar businesses looking to implement marketing on social media. Register on these sites to claim your location spot, and then consider extra incentives such as check-in rewards or special discounts.

Remember, these visitors will have their phones in hand, so they will be able to write and post reviews. A lot of good reviews can significantly help sway prospective visitors to come in and build your business!

Using Reddit for Social Media Marketing

Reddit, or similar social media platforms such as Stumble Upon or Digg, are ideal for sharing compelling content. With over 2 billion page views a month, Reddit has incredible social media marketing potential, but marketers should be warned that only truly unique, interesting content will be welcomed. Posting on Reddit is playing with fire—submit spammy or overtly sales-focused content and your business could get berated by this extremely tech-savvy community.

If you have content you believe the Reddit community (majority is young, geeky, liberal, and internet-obsessed) would enjoy, you could reap tremendous benefits and earn valuable traffic.

Using social media in marketing does more than improve site traffic and help businesses reach more customers; it provides a valuable venue for better understanding and learning from your target audiences.

Paid Social Media Marketing Tips

We love paid social advertising because it's a highly cost-effective way to expand your reach. If you play your cards right, you can get your content and offers in front of a huge audience at a very low cost. Most social media platforms offer incredibly granular targeting capabilities, allowing you to focus your budget on exactly the types of people that are most likely to be interested in your business.

CONCLUSION

As generations evolve and technology develops, the advancement in the field of marketing and advertisements has been immense. No longer are businesses bound by the limitations of traditional marketing techniques. The old has been heavily replaced by the new. One of the newest and most effective strategies has been of online marketing, which is the topic that this whole e-book was centered on. Online marketing utilizes the internet and its wealth of resources for promotional, profile-raising purposes.

After covering some types of online marketing, which included email marketing and social media marketing, we reviewed some of the common trends and shifts that resulted from this advancement. The main point that was highlighted was how unique modern internet advertising is, as compared to its traditional counterparts. Internet marketing is all about being available whenever and wherever customers may need you, rather than just popping up once in a while for attention.

The e-book then moved on to the topic of web analytics, which is the usage and analysis of website information in order to gain a better understanding of patterns that materialize online. Web analytics helps businesses to get the most out of their websites. They can work out how effective their content is and what their most provocative stimuli are, while getting an idea of their users' online activities and preferences. The two main types of web analytics that we covered were off-site and on-site web analytics. We then looked at some different tools and resources that aid businesses in this area.

The third chapter moved on to the basics of conversion optimization and online touchpoints. While the touchpoint acts as a first impression of businesses for its clientele, the concept of conversion optimization is related to corporate websites. The term "conversion rate

optimization” was also discussed, and it was defined as the rate at which browsing visitors converted into customers on a business’s website. Other important terms included call-to-action buttons, conversion funnels, A-B tests, and multi-variant testing. Chapter three closed after the calculation of conversion rate optimization.

The remaining chapters discussed some types of internet marketing in more detail. The chapter on search engine marketing was focused on promoting a business or its website content by using different paid and free-of-cost methods for search engine optimization. The goal of these methods is to increase the ranking of your website in search engines. We all know that people are more likely to click on the first or second-most highly ranked link that their search engines dig up. Social media marketing is one of the most popular techniques that involves using social media to spread and increase businesses’ online platforms. The most common social media tools are Facebook, Twitter, YouTube and LinkedIn, due to the popularity of these networks and the large number of users.

We then reviewed email marketing, which is all about using emails for promotional means. Companies may send out a series of emails to their customers and clients each day, whether it is about deals or data. Finally, affiliate marketing is the strategy that uses rewards in exchange for bringing in new customers or visitors through affiliations. We saw that this was closely linked to the world of referral-based marketing.

For businesses and entrepreneurs who want to stay on top of the freshest and most attractive deals and sales going on in the world, internet marketing is a necessity, not a choice. This method of marketing has lifted the business domain to new heights. The limitations of internet marketing are few in number, while the advantages are sure to boost any business up towards the most fantastic and profitable opportunities. This e-book details all the basics, details, advantages

and disadvantages of the massive internet marketing sphere. As it was highlighted continuously throughout this e-book, online marketing is one of the newest and most effective techniques to employ in the modern world, where great majority of people is online already.

Modern market has transferred to the online world where companies can now reach customers worldwide, using different forms of online marketing. Not only does this increase the potential market and the number of potential customers, but it also provides companies with the chances of establishing the position on global market and thus reaching for greater success and achievement of long-term goals.