Marketing Your Business on the Internet
STEP 1: Hire Me!
Thank You For Attending!
Social Media Explained with Bacon
I like bacon
I am eating #bacon
I am good at eating bacon
This is where I eat bacon
YouTube

Watch me eat my bacon
Here’s a vintage photo of my bacon
Pinterest

Here’s a recipe with bacon
Google+

I work for Google & eat bacon
SOCIAL MEDIA

Drives traffic to your web site

Improves SEO with keyword rich content

Gain better understanding of clients’ perceptions of your business

Increased awareness of your business
Social Media is for B2B & B2C

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel

Social Media
Facts & Figures
Which social media sites does your company have an active presence?

- Facebook: 76%
- Twitter: 52%
- LinkedIn: 48%
- Google Plus: 48%
- YouTube: 40%
- Instagram: 30%
- Pinterest: 23%
- Tumblr: 7%

Other - 3%
None - 13%

Source: The Creative Group, 2014
71% of all US Internet users are on Facebook

74% of marketers believe it’s important for lead generation strategy

Users share 2.5 Billion pieces of content every day

1.15 BILLION + USERS
Facebook gives your business an image. You can have live conversations with people who matter, making it a more personal experience.
All the links and posts on your Facebook page are indexed by search engines.

Through comments or posts, you can have direct feedback and conversations with your target audience.
1 BILLION + USERS

#2 Search engine on the web making it a great resource for traffic and leads

500 Years of YouTube videos are watched on Facebook everyday

More video is uploaded to YouTube in one month than the 3 major U.S. networks created in 60 years

1 BILLION + USERS
“How To...” Videos are a great way to help people solve problems.

Social Media Networks, websites and blogs integrate YouTube embeds into their platform framework, allowing users to watch videos directly from their feeds.
60% of Twitter users access it via mobile device.

Fastest growing age demographic is 55 to 64 years old, registering a 79% increase in active users.

On average, over 400 million tweets sent daily.

500 MILLION + USERS
Businesses Use Twitter to Converse with Prospects, Provide Customer Service and Drive Website Traffic.
43% of US marketers have found a customer through LinkedIn

3 Million companies have company pages

50% of users have a Bachelor’s or Graduate degree

238 MILLION + USERS
People typically visit LinkedIn with a purpose to make connections, gain insights about their industry, and is a great way to quickly find content that is relevant to your target market.
Instagram

More than 16 billion photos uploaded to site

MTV is the most followed brand on Instagram

Receives 1,000 comments per second

5 Million photos uploaded everyday

130 MILLION + USERS
More than 69% of users are female

80% of total pins are repins of existing content

Nordstrom is most popular brand on Pinterest

Food is the top category, garlic cheesy bread is the most repinned topic

70 MILLION + USERS
Distinguish connections by creating circles

The +1 button is clicked more than 5 billion times a day

67% of active users are male

500 MILLION + USERS
Google+ integrates with:
Google Docs, Chrome, Gmail, Google Maps, Picasa, Google Analytics, Blogger and YouTube.
**Circles:** Categories you create to organize your followers and the people you follow.

**Extended Circles:** Friends of friends may see your content when you share.

**Local:** 97% of consumers search for a local business online. Allows consumers to find your hours, address, phone number.

**Hangout:** Video chat with up to 10 people.

**Communities:** Created by brands or individuals to create conversations and share information on a specific topic.
Your search ranking can improve if you use Google+ network. A strong presence on Google + can give you a higher page rank and increased web visibility.
Google+ Post

Content Marketing Isn't Just for the Big Brands
Content marketing adds value to your customers by giving them something that helps them beyond just the product you sell.

#contentmarketing

Google Search

Content Marketing Isn't Just for the Big Brands
Content marketing adds value to your customers by giving them something that helps them beyond just the product...

More news for Content Marketing Isn't Just for the Big Brands
Tips for businesses using Social Media to connect with customers

1. Listen relentlessly.
2. Reply immediately.
3. Have a human voice.
Social Media IS Content Marketing
CONTENT Marketing

The creation and sharing of media and publishing content in order to acquire customers.
The line between writing good SEO copy for search engines and engaging copy for humans has all but disappeared.
The days of keyword stuffing, or writing meaningless content that would only impress search engines, are thankfully a distant memory.

CONTENT IS KING!
Rehashing Hashtags
#Hashtags

Hashtags help identify a common topic or theme.

Hashtags have become a critical way to communicate and link information on Social Networks.
Why are #Hashtags Important?

Hashtags make your information searchable by anyone.

Your post appears in the stream of the hashtag you used.

Build an audience & community.
Identify where your posts or subject fits in. Chances are there is already a hashtag being used for your area of communication.

Find someone who is already active in your field, and then see what hashtags they are using.

If you see one you like, click on it, all posts with that given hashtag will appear.
Social Media Tools

hootsuite
buffer
HubSpot
HootSuite offers a comprehensive solution for all aspects of a business’ online promotion activities. You can enter blog posts with ease, handle social media interaction across multiple networks, monitor website metrics, and incorporate SEO features via one easy to use platform.
Buffer allows you to share content (yours and content from the Internet) across multiple social networks. You can set a pre-set schedule to share posts, and when you share these articles into your "buffer app" it puts the post into a queue to be published at your set time.
HubSpot is an all-in-one Inbound marketing platform that helps you outline your marketing goals, and track your progress. It offers access to the necessary SEO and keyword strategies to help you develop an online marketing campaign, but also offers ongoing feedback to justify your advertising efforts.
Google’s Mission:
Serve the right content to the right person at the right time.

High ranking is a vote of confidence!
Search Engines Focus on Two Factors

On-Page Content
Content on pages of your website or blog

Off-Page Content
Trust/Authority via Social Media & Link Building
Types of Content

Branded Content
Specific to your business

Non-Branded Content
Specific to your industry or field
SMART Goals

**Specific** Set real numbers with real deadlines.

**Measurable** Make sure that you can track your goal.

**Attainable** Work toward a goal that is challenging but possible.

**Realistic** Be honest with yourself.

**Timebound** Give yourself a deadline.
SMART Goal:

I will acquire three new clients for my consulting business within two months by asking for referrals, launching a social media marketing campaign and networking with local businesses. This will allow me to grow my business and increase my revenue.
Quantify Your Social Media Efforts

Number of engaged users.
How often is your post shared?
How many submitted an online form.
How many clicked on link to your site.
Influence is the ability to drive action. When you share something on social media or in real life and people respond, that's influence.
Your Klout Score is a number between 1-100 that represents your influence.

The more influential you are, the higher your Klout Score.
Content Curation

Content Curation is the art of continually finding, grouping, organizing, and sharing the best and most relevant content with your brand's audience.
CONTENT CURATION

“Aggregation is a technology, curation is a human practice.” by @sproseilo

1. Content Aggregation
   - Find sources (content creators and publishers) and organize content

2. Content Selection
   - Select the best content, “cherry picking”

3. Content Contextualising
   - Adding knowledge, tagging, commenting, rating

CR = Content Creator
PB = Content Publisher

socialbites.com
Content Curation Tools

Content Curation is about showing thought leadership.

Good content creation tools help you save time and increase productivity.

They streamline the process of:
• Coming up with content ideas on a consistent basis
• Organizing and executing content promotion
• Identifying link prospects
• Tracking your results
Tagboards automatically aggregate social media hashtags from Twitter, Facebook, Google+, Instagram and others in a single view.
Scoop.It! helps you find content from your favorite topics and allows you to share it via your favorite social networks or blogs.
why are infographics important?
A good Infographic is worth a thousand words

Infographics or Data Visualization are visual images such as a chart or diagram used to represent information or data.
90% of information transmitted to your brain is visual

Source: Adhere Creative
40% of people respond better to images than plain text.
images are processed
60,000 times faster than text

Source: Adhere Creative
28% of words are read in documents

20% of text read is retained in memory

Source: Adhere Creative
50% of audiences are persuaded by verbal presentations. 67% are persuaded with visuals.

Source: Adhere Creative
Outbound Marketing

VS.

Inbound Marketing

Out with the Old  In with the New
The decline in outbound marketing is a response to a recent and fundamental shift in consumer behavior. People are more in control of what information they receive and how. In outbound marketing, the company, not the consumer is in control.

This just doesn’t seem to be working anymore...
EVERYONE IS TUNING ADVERTISING OUT

**200 Million**
Americans have registered their phone numbers on the FTC’s “Do Not Call” list.

**SPAM!**
91% of email users have unsubscribed from a company email that they previously opted into.

**84%** of 20 to 35 year olds have left a favorite website because of intrusive or irrelevant advertising.

**86%** of people skip television ads.

**44%** of direct mail is never opened.

**Toyota** is including Pandora in its multimedia system in all new cars.

**PANDORA**
internet radio
Inbound Marketing
**THE INBOUND MARKETER VS. THE OUTBOUND MARKETER**

**NEW MARKETING RELIES ON EARNING PEOPLE'S INTEREST INSTEAD OF BUYING IT.**

- Communication is interactive and two-way.
- Customers come to you: Via search engines, referrals and social media.
- Marketer provides value.
- Marketer seeks to educate.

**OLD MARKETING PUSHES PRODUCTS OR SERVICES ON CUSTOMERS.**

- Communication is one-way.
- Customers are sought out: Via print, TV, radio, banner advertising and cold calls.
- Marketer provides little to no added value.
- Marketer rarely seeks to educate.
The profile of the key purchasers of your product or service. It represents the demographic, financial and psychological aspects of your customers.

It can be viewed as a barometer of what makes your audience “tick” from a sales point of view.
Step 1: Create & Maintain a Powerful Website

An effective website is the hub of all your online marketing and lead generation.

- Easy to Navigate
- Professional Appearance
- Search Engine Friendly
- Easy to Update
- Mobile Ready
Step 2: Generate More Traffic

By increasing traffic to your website, you increase the number of opportunities for visitors to turn into leads. These tasks are proven ways to bring new and qualified visitors to your site:

**BLOGGING**
Create blog articles that interest your audience.

Blogging creates more pages for the search engines to crawl. (more opportunities to be found)

55% MORE TRAFFIC
400% MORE INDEXED PAGES

**SOCIAL MEDIA**
Build a following, share your blog posts, and engage in social media conversations.

Businesses see a 63% increase in marketing effectiveness when using social media.

66% of internet users use social media

**SEO**
Identify targeted keywords, optimize your website for those keywords, routinely create keyword targeted content, and build quality links to your website.

46% of daily searches are for products or services

20% of monthly Google searches are for products or services

**PPC (optional)**
Create and manage pay-per-click advertising campaigns that drive additional quality traffic to your website.

Optimize your pay-per-click campaigns to generate the most traffic and leads for the lowest cost-per-click.

70% of the links search users click on are organic
Step 3: Convert Traffic to Leads

Create attractive offers and Calls to Action that appeal to potential buyers at all levels.

The Proven Process:
1. Build landing pages that describe the offer with a form to collect lead information.
2. Upon completing the form, the user will gain access to the offer, receive an auto responder email, and be entered as a lead in your CMS system.
3. Place Calls to Action (CTA’s) throughout the website to encourage more lead generation.

<table>
<thead>
<tr>
<th>Levels of Potential Buyers</th>
<th>What Are They Thinking?</th>
<th>What Types of Offers Attract These Buyers?</th>
</tr>
</thead>
</table>
| Unaware Buyers             | What is it? Who are you? Who needs it and why? | Awareness  
  Blog Articles, Web Banners, PR (Customer Stories), Articles, Analyst Papers, Video Demos |
| Interested Buyers          | What are the consequences of not having it? | Educational Offers  
  eBooks, White Papers, Independent Articles, Introductory Videos |
| Problem Recognized         | What are my options? | Validation Offers  
  Webinars, Podcasts, Seminars, Customers Testimonials, Sell Sheets |
| Ready to Buy               | Why should I choose you? | Sales Offers  
  Request for Proposals, Schedule a Meeting, Presentations, Demos, Phone Call |
Step 4: Convert Leads Into Sales

Marketing automation is used to perform these laborious tasks cost-effectively.

**Lead Intelligence**
Know which pages your leads view when they return to your site. Lead scores are generated for all leads so you know who to contact first.

**Segment Leads**
Leads are segmented into lists based on the form they completed or information you collect. This allows you to quickly send targeted messages.

**Lead Nurturing**
Various lead nurturing campaigns are developed to further educate “Top of the Funnel” leads into a sale.

**Email Marketing**
Email marketing is used to send timely messages to all contacts in your system.

**CRM Integration**
Integrate a Customer Relationship Management (CRM) software for improved sales process and closed-loop marketing campaign.
Step 5: Measure Everything

Most important metrics measured:
Traffic to Leads, Cost per Lead, Leads to Customers, Cost per Customer.
Every two days we create as much information as we did from the dawn of civilization up until 2003.
Resources

• SocialMediaToday.com
• SocialMediaExaminer.com
• MarketingProfs.com
• Tagboard.com
• HubSpot.com
• HootSuite.com