

Online Marketing Tips & Tools for Success

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How to be successful in (Online) Marketing...

1. Know *who* you need to speak with
2. *Know what* they need to hear
3. Pick one thing, plan it out and do it well
4. Analyze how things are going
5. Make changes as needed
6. Repeat.

Who and What

Who Needs To Hear What

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Know your Audience

- Gender
- Age
- Status
- Educational or expertise level
- Geography
- Industry or business specialty
- Customer value or net worth
- Role in the buying process
- Phase in the buying process



Know your Goals & Message

What is your business goal for the marketing campaign?

- Brand, company, or product awareness
- Leads, contacts, foot traffic
- Raise sales
- Regular vs special events

Translate that into a message to...

- Engages your audience
- Calls them to action

How and Where

Planning and Picking Tools

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Basic Marketing Tools

- Email with your domain name
- Website
- Blogging
- Social media
- Customer relationship management/email blasts



Advanced Marketing Tools

- Ads with social media
- Search engine ads
- Banner ads
- Directories
- Online chat
- Product catalogs/ecommerce
- Reviews
- Search engine listings
- Search engine optimization
- Surveys
- Videos



Mix and Match

- Contacting new customers
 - Sales events
 - Special events
 - Product recalls
 - New products or services
 - Job openings
 - Store hours
 - Special offers
 - Coupons
 - Customer loyalty programs
 - Public service announcements
- Website
 - Blog
 - Email
 - Email blast
 - Social media
 - Banner ad
 - Newsletter
 - Google/social media ads
 - Videos
 - Reviews



Pick the best and most appropriate channel for the message you wish to share!

Use Sales Cycles and Seasons to Guide You

Plans and purchases vary greatly....

- B2B vs Consumer
- Calendar, academic or business cycles
- Days vs months or years
- By Industry or Business Specialty
- Need to integrate with other business equipment or elements

Plan ahead

- Do you know your company's business cycle?
- Do you have a marketing plan?
- Are the tools and materials available?
- Do you have update plans for existing materials?
- How will you measure success?



Resources

- Wordpress and plugins
- Wix & Weebly
- Dreamweaver
- Graphics tools (Canva, Snaggit, Photoshop)
- Image sources (Big Stock and PixelBay)
- Industry specific tools for marketing
- Analytics (Google, AWStats)
- Click or heat maps
- Search engine listing trackers (Yext)
- Adword planners
- Chrome Incognito
- Webmaster tools
- Website testers (speed usability)
- Broken link testers (Site Liner)
- Analytic consolidators (Cyfe)
- Social media management tools (HootSuite)
- User testing
- Marketing blogs
- Competitor sites, emails, newsletters etc.

\$\$\$ Make sure to have appropriate budget and limits set for spending!

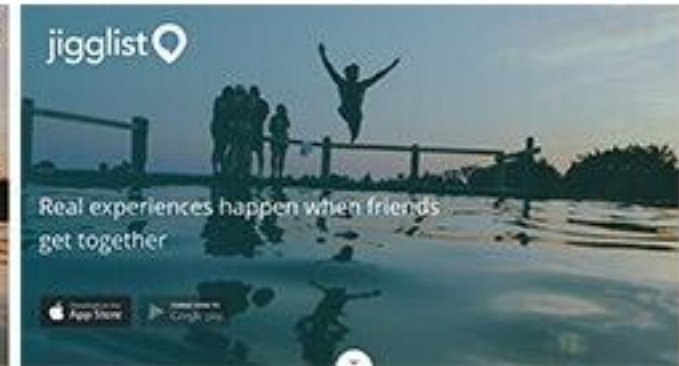
Authenticity

To make your marketing as authentic as possible avoid whenever possible...

- Stock images and video
- Generic 3rd party blog providers

Why?

- You never know when stock materials you have used will show up
- Stock pictures can confuse or disappoint clients
- They support stereotypes
- Studies show how much better real photos perform.



When and Why

Launching online campaigns....

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Ready, set go....

When you think you are ready make sure that you have executed a plan that includes...

- Landing page with correct content
- Calls to action to convert clients
- Easy to take and complete actions
- Contact information/directions
- Proofed and tested everything
- Tracking mechanisms in place
- Products or services available
- Predetermined ways to determine success



Track your campaign

- Measure how you did by comparing before, during and after data
- Evaluate the results and the process
- Share your results with your staff
- Share your results on social media if applicable
- Save the data for future use





Link to Visibility, LLC serves as a guide to the Marketing and Internet Marketing Wilderness. We can guide you to plan, select and implement the right tools for your business!

Whether you are interested in trying something different or tweaking your current marketing programming take the first step and contact us today.

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