

Internet Marketing Strategies for Your Business

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Overview

- Purpose and Objective
- Internet's natural progression
- Introduction of Internet Marketing Channels
- Delve deeper into channels
- Selection methods
- Actionable items



Splash

Ripple



Then	Now
See	Do
Personal Websites	Blogging
Directories	Tagging
Stickiness	Syndication
Instant Messaging	Twitter (updates)

Internet Marketing Channels

- Display Advertising
- Email Marketing
- Pay-Per-Click Advertising (PPC)
- Online Public Relations
- Search Engine Optimization
- Affiliate Marketing
- Social Media Marketing
- Viral Content Campaigns
- Conversion Rate Optimization (CRO)

Display Advertising

- Ads with the goal of creating branding awareness and/or generating traffic
- Examples: Banner ads, video ads, interactive ads, overlays, etc.

Email Marketing

- Collecting email addresses from potential leads and marketing to them via email messages
- Examples: Email newsletters, brand building emails, conversion-focused emails, etc.

Pay-Per-Click Advertising (PPC)

- Bidding for placement at search engines (major or niche) to earn visibility and traffic when relevant queries are performed
- Examples: Google AdWords, Yahoo! Search Marketing, Business.com Advertising, etc.

Online Public Relations

- Generating media from primarily online outlets in order to earn branding and traffic
- Examples: PRNewswire, PRWeb, Internet media focused PR agency work, etc.

Search Engine Optimization (SEO)

- Earning rankings in the "organic" results of the major search engines (Google, Yahoo!, Bing)
- Examples: Keyword research, on-page optimization, link building, etc.

Affiliate Marketing

- Incentivizing other sites to push your product in exchange for a share of the revenue they drive
- Examples: Commission Junction, in-house affiliate programs, etc

Social Media Marketing (SMM)

- Leveraging social media platforms (small and large) to earn visibility and traffic
- Examples: Facebook Fan Pages, Twitter marketing, pushing content on Digg, etc.

Viral Content Campaigns

- Generating creative content that will help spread your branding/marketing message and earn traffic
- Examples: Linkbait production, viral videos, guerrilla marketing, etc.

Conversion Rate Optimization (CRO)

- Improving the path from landing to conversion to get more leads/signups/customers
- Examples: Split & multivariate testing, click-through-rate improvements, purchase-process simplification, etc.

Channel Selection Process

- Company Goals
- Budget
- Available Talent

Company Goals

- Brand Awareness - marketplace doesn't have enough familiarity/comfort with your brand to visit, engage or purchase from you.
- Education – Create market for product/service; potential customers don't yet realize the problem they need you to solve.
- Raw Traffic – Your business monetizes with advertising & needs more traffic
- Sales - Clear market demand on web that needs to be drawn to your site & converted into leads/sales

Budget

How much do you have to spend on your marketing effort(s)?

- Very High: in excess of \$1 million
- High: \$100K - \$1 million
- Moderate: \$25K - \$100K
- Low: \$5K - \$25K
- Tiny: <\$5K

Available Talent

- What personnel or trustworthy outsourced vendors do you have available?
- Strong Dev Resources - technology staff ready and able to make changes to your site to support marketing goals
- Strong Creative Resources - writers/artists/brainstormers poised for action
- Strong Search Resources - search marketing talent prepared for battle in the results
- Strong Social Resources - strong online networkers set to engage the Twit-Face-Digg-o-Sphere

Tiers of ROI, Effort & Cost by Channel

	Marketing Channel	Average ROI	Average Effort	Average Cost
Tier 1	Conversion Rate Optimization	High	High	Mid
	Search Engine Optimization (SEO)	High	High	Mid
	Email Marketing	High	Mid	Mid
Tier 2	Viral Content Campaigns	Mid	High	Low
	PPC Advertising	Mid	Low	High
	Affiliate Marketing	Mid	Mid	Mid
Tier 3	Display Advertising	Low	Mid	High
	Social Media Marketing	Mid	High	Mid
	Online Public Relations	Low	Mid	Mid

Choosing the Right Channel

		Company Goals			
		Brand Awareness	Education	Raw Traffic	Sales
Budget	Very High	#1 - Display #2 - Viral #3 - SEO	#1 - Viral #2 - Display #3 - Social	#1 - Viral #2 - SEO #3 - PPC	#1 - CRO #2 - SEO #3 - Email
	High	#1 - Viral #2 - Display #3 - SEO	#1 - Viral #2 - Display #3 - Social	#1 - Viral #2 - SEO #3 - PPC	#1 - CRO #2 - SEO #3 - Email
	Moderate	#1 - Viral #2 - SEO #3 - Display	#1 - Viral #2 - Social #3 - Display	#1 - Viral #2 - SEO #3 - PPC	#1 - CRO #2 - SEO #3 - Email
	Low	#1 - SEO #2 - Social #3 - Affiliate	#1 - Viral #2 - Social #3 - Online PR	#1 - Viral #2 - SEO #3 - Social	#1 - CRO #2 - SEO #3 - Email
	Tiny	#1 - SEO #2 - Social #3 - Affiliate	#1 - Viral #2 - Social #3 - Online PR	#1 - Viral #2 - SEO #3 - Social	#1 - CRO #2 - SEO #3 - Email

Leverage Strengths

- Strong Dev Resources - lean towards:
 - CRO
 - SEO
 - Viral Content (particularly dev stuff like tools, widgets, etc.)
- Strong Creative Resources - lean towards:
 - Viral Content (written/graphic content that can be produced in a standard CMS)
 - Email (great copywriters write great emails)
 - Display (great designers make great ads)
- Strong Search Marketing Resources - lean towards:
 - SEO
 - PPC
- Strong Social Resources - lean towards:
 - Social Media Marketing
 - Viral Content
 - Online PR

Re-cap

- Objectives
- Internet now
- Internet Marketing Channels
- Channel selection based on variables
- Using strength of organization

Credits

[SEOMoz.org](https://www.seomoz.org) – graphics and info

[SXC.hu](https://www.sxc.hu) – wave and ripple photos

Q & A - Discussion

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