



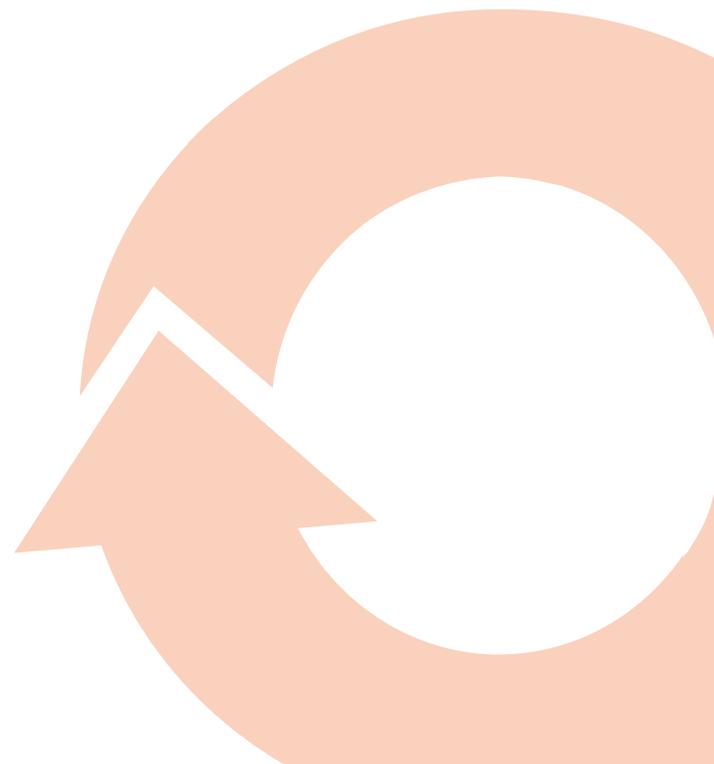
A Comprehensive Guide to **DIGITAL MARKETING**

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INTRODUCTION

The internet is an incredibly powerful tool for marketing professionals and business owners. For a fraction of the cost of traditional marketing, business are able to reach hundreds of thousands of clients with a few keystrokes. However, the vast and ever-changing nature of internet marketing can be confusing. How can you effectively promote your business on the web in this age of digital marketing?

Whether you are just starting out with online marketing, or you want to brush up on the basics, this ebook can guide you through the 8 steps you will need to take to create a successful internet marketing campaign.

So, **Let's Get Started.**



CREATING A KEYWORD STRATEGY.

Keywords. The entire core of online marketing can be summarized in this one word.

What is a Keyword, Anyway?

Keywords are, essentially, words and phrases that an internet user enters into a search engine, such as Bing or Google. These keywords can be divided into two categories; they are either short tail or long tail. If your company was selling shoes, an example of a short tail keyword would be “red shoes” or “high heeled shoes.” Long tail keywords are longer and more specific, such as “red shoes in D.C” or “high heel shoes for prom.”



Why Build a Keyword Strategy?

The advantages of a successful keyword strategy cannot be overestimated. According to the Wall Street Journal, people are now buying more of their purchases on the web than from brick and mortar stores. And according to Retailing Today, **81% of shoppers conduct online research before making big purchases.**

And how are consumers finding these online retailers? Well, through search engines like Google, of course. In fact, Mashable reports that **Google receives over 100 billion searches per month!**



So how does Google find **your** business? It does so by matching up keywords!

By optimizing your website around short and long tail keywords, you can increase your chances of being listed in search results. The better your keyword strategy is, the more qualified traffic you will bring to your site.

At first, it may be difficult to know which keywords will get the most relevant prospects to your website. But as you build, run and test your search engine optimization campaign, there will be ways of determining how effective certain keywords are at drawing in the kind of visitors you're looking for.

Creating a Keyword Strategy

Create a list of 3-5 keywords relevant to your business.

Try to think as though you were a potential client. What would you type into a search engine if you were looking for the kinds of products or services that your business provides? Think of words and short phrases that get to the core of who you are and what you do.





Choose keywords based on competition and relevance.

You should choose your keywords based on relevance and competition. Some very general words such as “credit” or “software” are very competitive, making it more difficult for your website to rank well in search engine results. If you are a small to medium size business, you may want to choose less competitive keywords that are specific to your business (long tail keywords). This will give you a chance to rank well for a set of keywords to begin with. Over time, as you build “domain authority” with the search engines, you’ll be able to target those higher competition words you want to go after.

In 2016, Word Stream reported that **50% of search queries are four words or longer**. So, don’t worry - those long tail keywords are getting plenty of action.

Competition & Relevance

The greater the volume of searches on a keyword, the more competitive it is. There are a number of tools, such as [Google Keyword Tool](#) or [HubSpot’s Suggestion Keywords](#) (they even have a free trial), you can use to determine how competitive a specific keyword is. They can also help you brainstorm new and more relevant keywords for your business.



Another important factor for picking keywords is their relevance to your business. While it may be tempting to choose very obscure terms, they may not be relevant to your business and they may hardly ever be searched. You want something that your average consumer will find relatable.



Ideally, you should find a balance between competition and relevance. Choose keywords that you believe will connect with buyers. Note that these keywords do not have to be perfect. You can test out a variety of terms and variations of those terms to determine which ones work best for you. This will be discussed more in the 'Analyze & Refine Strategies' section later (Step 8).

Design and optimize your website around your keywords.

Now that you've chosen your keywords, you should incorporate them into your website. We will talk more about this in the upcoming section on website optimization (Step Two).



Get Help Creating Your Keyword Strategy

If you would like help deciding which keywords would be best for your business, you can receive a **free** Keyword Analysis Report from Farotech by contacting us!

**ADDITIONAL
KEYWORD TIPS:**

For more helpful information about choosing keywords, check out our **marketing tips blog!**



OPTIMIZING YOUR WEBSITE.

Now that you've chosen your keywords, you can begin to increase your website's traffic through search engine optimization (SEO). The aim, of course, is to have your website ranking on the first page of results that the search engines returns for your most relevant keywords.

The Essentials of SEO

SEO can be divided into two separate categories: on-page SEO and off-page techniques. Even though **on-page SEO accounts for only about 25%** of how search engines score your website, it's worth tackling first since it can be improved quickly and internally.

On-page SEO refers to how well your website's content is presented to search engines. This can often be improved immediately.

Off-page SEO refers to your site's overall "authority" on the web, which is determined by what other websites say about your site. This takes time.



Test Your SEO

Before you do an entire website redesign, it is crucial to gather information concerning the usability and performance of your current site. To find out how well-optimized your website is, run it through a [Free SEO Marketing Grader](#).



This tool will provide you with an overall score between 0 and 100. The higher the score, the more SEO-effective your website is. These scores are based on a percentile scale, meaning that if you scored a 54, your website has scored better than 54% of the more than 3.5 million websites that Website Grader has analyzed.

Don't be discouraged if your SEO score is a little low. If this is the case, you can get your website back in the game with a little bit of work on your on-page SEO.

Improving On-Page SEO

Page Title

Page titles are one of the most important on-page SEO factors. The page title refers to the text you see at the top of your browser window when viewing a web page.

This is also the title of a page that is presented to search engines. Page titles can be found and edited in your site's HTML, and are indicated by the <title> tag. Here are a few tips for creating effective page titles:

- ❶ Include your company name at the end of the page title, unless you are a big brand and people search for you specifically through your brand name.
- ❷ Use different page titles for each page. Each page is a unique opportunity to target different keywords. Make sure to strategize where you use these keywords!
- ❸ Keep your titles under 70 characters. Longer page titles will not be seen in Google search results.
- ❹ Put keywords as close to the beginning of the title as possible. This ensures optimal SEO.



Meta Description

Metadata is the description of your website that is shown in a google search. This text can attract a visitor's attention and indicate if a search result is particularly relevant to them. Including keywords in your meta description can draw in visitors, even though it does not affect search engine rankings.



The meta description is not something that is visible on your web page. The short summary, which is usually included at the top of the pages source code in a `<meta description>` tag is not used by the search engines for any SEO purposes. The meta description is solely to provide the searcher with a short description of the page (<150 characters to be exact) beneath each result. In fact, if a meta description is not included in the source code, then the search engine will usually display part of the content from the page in its place.

Headings

If a text appears larger or more prominent than the other text on a page, it's probably part of a heading. You can verify this by checking the HTML code of your website, and seeing if that text has an `<h1>`, `<h2>`, or `<h3>` tag surrounding it. Text in the headings is more likely to be read by search engines as keywords than text in the rest of the page. For this reason, it is good to include keywords in your headings whenever possible. `<h1>` tags give the text more weight as keywords than `<h2>` tags, and `<h2>` tags have more weight than `<h3>` tags. While `<h4>` and `<h5>` tags do exist, their influence on keywords is virtually the same as that of regular text. Including too many headings dilutes the importance of keywords in other headings, so we recommend using the `<h1>` tag only once. However, if the page is text-heavy like a blog post, then feel free to throw in a few `<h2>` or `<h3>` tags.



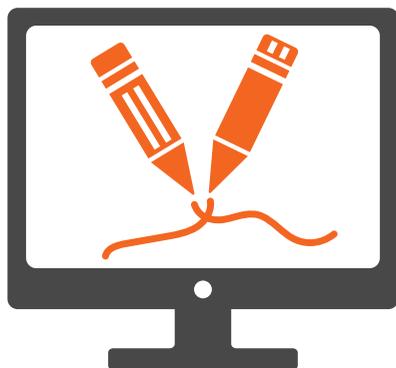
Cascading Style Sheets (CSS)

CCS holds a template for the layout of your page, and is used primarily for the design aspects of your website. In the CSS, you define how headings, links, and other visual elements of the text should look. It is important to use CCS for all your style choices as putting layout-related information in your HTML can dilute the relevance of the HTML text, which is what you want search engines to read.

Images

Images on a web page can certainly enhance user experience. However, when inserting images into your website, you should keep in mind the following:

- ❶ Don't use images excessively. More pictures means your page will take longer to load. This has a negative impact both on user experience and search engine optimization.
- ❷ Include keywords in your image file name. This will help you draw in relevant traffic from image searches. Separate different keywords in the file name with a dash (-).



- ❸ Associate text with pictures. Search engines do not 'read' images, they only read text. ALT text is an HTML attribute you can add to your picture so search engines replace the image with some associated text.

Website Registration

Search engine rankings favor sites that are registered for a longer period of time. Longer domain registrations indicate a commitment to the site and mean the site has a lower chance of being considered spam. Extend your website registration for \$10-\$20 a year for a quick SEO boost.



MOZ Rank

MOZrank is a general measure of how much online authority your site has. The higher your MOZ ranking, the better your web authority. Note that MOZrank factors in both on-page and off-page SEO. Improving your on-page SEO may help improve your rank, but there are also other options for improvement.

Google Crawl Date

When Google crawls your site, it updates the information related to it, such as your keywords and other SEO factors. So, if you are publishing new content and making improvements on your SEO efforts consistently, you'll want Google to crawl your site as often as possible. Blogging regularly is one of the best ways to ensure that the major search engines will have to look at your site frequently. We'll cover this in more detail in Step #3.

URL Structure

The URL of a web page is its web address. For example, Farotech's site has a URL of <http://www.farotech.com>.

Unfortunately, improving your URL structure is one of the more difficult aspects of on-page website optimization. The methods of fixing these issues depend entirely on the back-end parts of your website, such as your content management system or programming framework. Nevertheless, if you have a competent developer by your side, having him or her tackle these issues can significantly improve your SEO.

Avoid Keyword Stuffing

After reading this section, you might be wondering why you wouldn't just fill your website pages with lists of keywords. Unfortunately, it's not that easy. Apart from leading to a bad user experience, search engines are smart enough to detect this.



Improving Off-Page SEO

If on-page SEO accounts for 25% of your overall search engine ranking, what makes up the remaining 75%? As we mentioned before, off-page SEO is based on the authority of your website, or what other websites 'say' about you. Simply put, websites with better or higher authority will rank better.



One of the **main** influencers on a website's authority is inbound linking. If another website links to your website or a page on your website (like a blog article), that is called an inbound link. The more inbound links you have, the better your website will be ranked.

In addition to the *quantity* of links, you also want to focus on the **quality**. Links from websites with high web authority themselves are better than links from sites with low authority (e.g. an inbound link from The New York Times website is much more valuable than an inbound link from a low- trafficked blog with a small readership).

So what's the best way to attract more inbound links (or 'link love,' as we like to call it)? Through content creation! Creating valuable, remarkable content that other websites will naturally want to link to is a great way to increase your website's inbound links. In addition, you can improve your chances of attracting inbound links by sharing your content in social media and optimizing it for search results. We'll discuss content creation more in Step #3 and review social media promotion in Step #4.

**TALK WITH
AN EXPERT**

Want a developer to look
over your site? Call us at
267.387.6620.

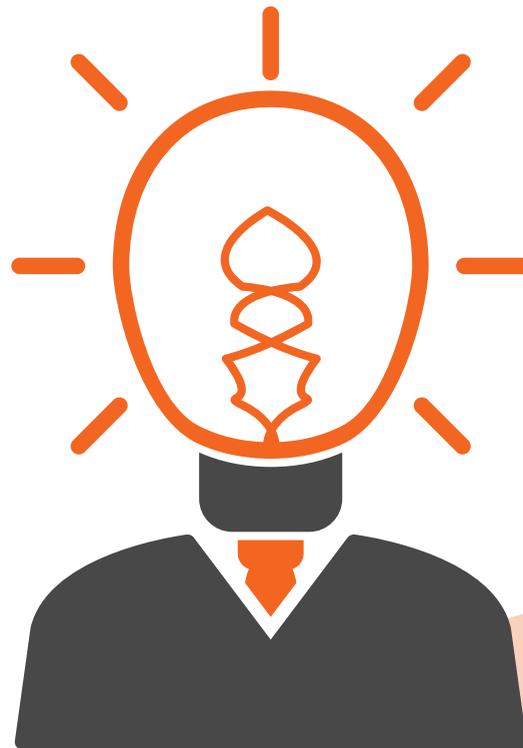


CREATING A BLOG & ADDITIONAL CONTENT

Blogging platforms like WordPress and Blogger have made publishing content on the web easier than ever. Now that you have developed a clear understanding of your business' keywords and optimized your website for search engines, your next step should be to attract more visitors. Creating fresh content like blogs, ebooks and webinars is a powerful way to help more of the right people discover your business.

Thinking About Business Blogging

When considering your blog, stop thinking as a business owner or marketing manager and instead try to think like a magazine publisher. Rather than simply blogging for self promotion, the goal of your business blog should be to publish articles that share industry expertise and educate your readers, much in the way a column or an article in an industry magazine would.



Think about what you are writing and the words you are using. Refrain from using industry jargon that only you and your employees would understand. Just as you did when brainstorming keywords, **think of the words your customers would use to describe your business** and use those keywords in your blog posts. Section #1 of this ebook can serve as a helpful guide for the types of words to include in your blog posts.



Getting Set Up With Blogging

While writing content that is interesting to your prospective customers is important, you first need a way to publish that content online. There are many paid and free tools available that let you easily publish content online.

The most important thing is to be sure that your blog is actually a section of your business' website. Without a blog, your website is like a static brochure. A blog makes your website more dynamic by automatically injecting new content every time you publish an article. Search engines reward higher rankings to websites that consistently add fresh content, and these higher rankings translate into new visitors and leads for your business.

Considering Blogging Platforms

If you are looking for a blogging platform for your business, some options include WordPress, TypePad, and Drupal. These platforms all offer a content management system (CMS) that allows you to easily add content to your blog, without needing to know any HTML code. This enables you to quickly update your site with industry news or other timely information, without having to wait for a webmaster..

Stuck?

If you need help selecting a blogging platform that will work for you, ask a trusted programmer or give us a call for helpful suggestions.





Key Blog Components

An Attention-Grabbing Title: Because your blog title is the first thing people will see, it's important to make sure it clearly indicates what the article is about, is concise, keyword-rich (because the header tag is the most important)

Well Written & Formatted Text: The body of your article should be well-written and formatted in a way that makes it easy to read. Consider using header tags and bulleted lists to break the content into sections.



Calls-to-Action: Each and every blog article you publish should include a relevant call-to-action at the bottom of the article to help boost lead generation.

Links: Include in-text links to relevant content. These can also point to landing pages (which we'll discuss more in Step #5) to help you generate more leads

Images/Videos: Multimedia content can make a blog article more memorable and fun to read. It also helps to break up text to make it more pleasing to the eye.

Deciding What to Blog About

Your business blog should start with a purpose. *What are you trying to educate your potential customers about?* Let's get one thing out of the way right off the bat: the education you provide cannot be all about your product. It has to be about the problems your potential customers face. It must be, in a big picture sense, information that helps them solve their problems.



Brainstorming Blog Ideas

A great way to start blogging is to think about the 10 most common questions you get asked by prospective customers. Take each one of those questions and write a short article explaining an answer. Do this once a week for 10 weeks and you'll have a strong foundation for a successful blog. Once those 10 weeks are over, look back and see if anything stands out as worthy of more attention, and create more content around that.

For more helpful tips on generating blog topics, check out Digital Marketer's article, [The Ultimate List of Blog Post Ideas](#).

Remember to let your expertise and passion shine through your blog content! It's ok to mention your business specifically from time to time and it is certainly acceptable to include call to action buttons on your blog pages, but keep the emphasis on

Converting Blog Visitors Into Leads

In Step #5, you will learn how to create landing pages and calls-to-action (CTAs) to help drive more potential customers for your business. It is important to remember that your business blog is a platform to use these conversion opportunities. For now, here are some of the most important points on this topic:

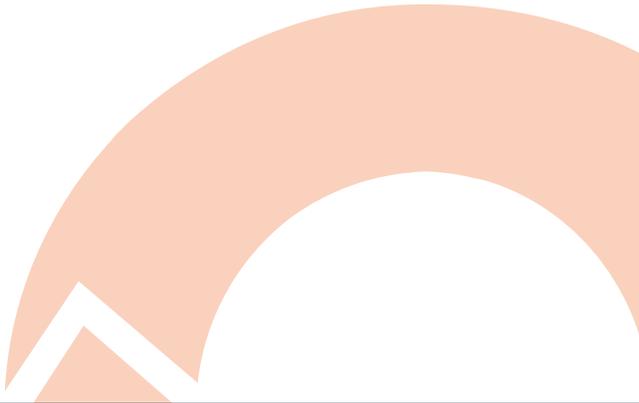
- Add a call-to-action of some type at the end of each of your blog posts.
- Calls-to-action should link directly to a landing page that provides access to a more in-depth learning experience such as an eBook
- Place image-based CTAs in the sidebar of your blog as a secondary way to convert more visitors into leads.
- CTAs work best if the offer is closely related to the subject matter of the blog post.



Other Types of Content

While it's a great place to start, blogs aren't the only type of content you can create. Consider producing longer-form content items like ebooks, whitepapers, or research reports that can be used as lead generation offers to promote via your call-to-action buttons. Also consider non-text based offers such as how-to videos, webinars, slideshows, etc.

We'll discuss CTAs and landing pages in more detail in Step #5.



**START CREATING
DYNAMIC BLOGS**

Set up a time to speak to a member
or request a 1 hour assessment!



PROMOTING CONTENT & PARTICIPATING IN SOCIAL MEDIA

In today's interconnected world, smart marketers are leveraging social media to help distribute business content and increase the overall community of brand ambassadors for their business. These platforms allow your current customers and potential customers to communicate directly with you and your employees online, and they allow interesting, informative content to spread quickly. **That's a content marketer's dream!** In fact, by spending as little as six hours per week, **66% of marketers see lead generation benefits with social media.** (source: Social Media

While new social media tools launch every day, most businesses only need to focus on a few of the major players. We talk about tackling the big 3: Twitter, Facebook, and LinkedIn. However, depending on the demographics you're trying to reach, Snapchat, Instagram, and Pinterest may also be helpful platforms for you.

According to Hubspot, the past two years have seen a steady rise content consumption across all three of the major networks with **Facebook up 57%, Twitter having increased 25% and LinkedIn following with a close 21% increase.**





Monitoring Social Media

An important part of leveraging social media is understanding what conversations are occurring online and recognizing where you should respond. Here are some great tools you can use to easily monitor your business on social media platforms:

-  **Facebook Insights:** Stay on top of and participate in discussions occurring on your company's Facebook Fan Page. Use your Fan Page's Facebook Insights Dashboard (found in the left sidebar when you're on your page as an admin) to show you stats such as fan growth and page views to gauge your page's interaction and engagement.
-  **Google Alerts:** Set up multiple Google Alerts for your company, brand, products, leaders, industry terms, etc. The alerts will get delivered directly to your email inbox at the frequency you indicate (e.g. daily or as they happen). This is a great way to help you track mentions of your brand and relevant keywords on the web.
-  **Twitter:** Monitor mentions of your brand on Twitter with tools like Twitter Search or HootSuite. CoTweet is also a great tool to help manage multiple users on a corporate Twitter account and allows you to assign particular tweets to the appropriate team member for follow-up.
-  **Google Reader and RSS Feeds:** Use Google Reader to set up RSS feeds of searches of your brand or industry keywords in other popular social media sites such as Flickr, Digg, and Delicious. Scan results in your reader daily for mentions and alerts.



Twitter for Business

Twitter, used by 23% of adult internet users, is a social network on which users share short, 140-character messages with each other. Users “follow” or subscribe to each other and can receive messages from each other via multiple devices, including desktop computers, smart phones, and text messages. As mentioned, it is best to use Twitter’s free search engine to search for your business, competitors, and industry mentions.

Understanding how and if people are talking about your business and industry will give you enough information to determine if you should invest the time to start and manage a Twitter account. If you decide that Twitter is right for your business, you can visit [Twitter.com](https://twitter.com) to sign up for a free account.

Here are a few tips for setting up your business Twitter account:

- Use Twitter Search to help determine industry influencers and potential customers that your business should follow.
- Create a custom Twitter background that provides additional information about your business.
- Use the name of your business as your Twitter username.
- Use your business logo or a picture of the person managing the account as the profile image for the account.



LinkedIn for Business

LinkedIn is usually associated with a more professional crowd and it does lend itself to business use. This network of **over 101 million business users and more than 1 million business profile pages** might be an important resource for you.

To get started using LinkedIn, it's best to set up and complete a personal profile for yourself, as well as a company profile for your business. When setting up these profiles remember to include all pertinent information, such as your website and blog URLs.

Additionally, it is important to take the time to make the descriptions for you and your business interesting to readers, as well as an accurate reflection of your experience, knowledge, and passion. Once you have created a profile, LinkedIn has

 This allows you to find people publicly stating they have a specific problem or need that your product or service would solve. Identifying these questions and responding to traffic can turn into leads

 This allows users to create and participate in discussions around a particular topic within LinkedIn. Groups can be a great way to make potential business connections, but can also be a great place to share similar blog content.

Facebook for Business

With more than 500 million users, Facebook has become the major player in the social media industry. Facebook can serve as a powerful platform for building a community of advocates for your business to help increase word-of-mouth marketing. The first step in leveraging Facebook for business is to set up a business page. Watch [this video](#) for a step-by-step guide to creating a Facebook business page.



CONVERTING SITE TRAFFIC INTO LEADS

By step #5, you should have already launched your blog, optimized your site for search engines, and started participating and promoting your content via social media. If several weeks have past, you should start to see a spike in traffic to your website.

There's only one problem. All that traffic to your site isn't leading to any new business! People are visiting your site, but those visits aren't leading to new customers -- or even new sales leads. So, what do you do?

Answer: focus on conversion. Concentrate on converting more of your website visitors into sales. To do this, decide on a compelling offer for your customers, create a call-to-action to promote your offer, and launch a landing page with a form for visitors to submit their information to obtain the offer. Finally, test, measure, and repeat the whole process.

Here's YOUR guide to each step in this sales and marketing conversion funnel:

Create Your Offer

An offer (a free resource of some kind) is the initial attraction that captures the attention of your website visitors and gives them a reason to give you their contact information. They fill out a form in exchange for that resource. They get the offer. You get critical lead information that you'll use to nurture that site visitor down the sales funnel.



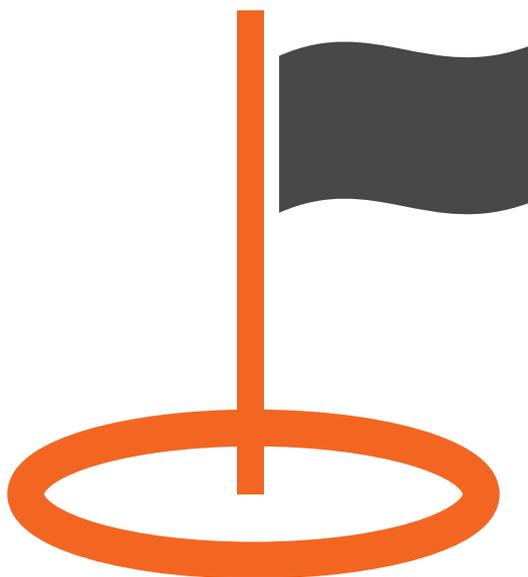


Your offer should target the type of sales you're trying to attract. For example, if you're a golf instructor trying to sell private lessons, you will want to create offers that will appeal to golfers trying to improve their game.

Typical content offers include research reports, how-to ebooks (like this one!), slideshow downloads, or archived webinars. Other offers might include a free trial or demo of your product or a personal consultation. Of course, there's no reason to be constrained by what's typical. Use anything you think will work for your target customers. Also, keep in mind that the offer form is a conversation starter for the sales team, so the fields you collect should be strategically designed to start a conversation that will lead to a sale.

Create a Call-To-Action

Once you decide on your offer, create a few compelling CTAs. As we mentioned in Step #3 of this eBook, a call-to-action is a button or a link on a website that grabs a user's attention and directs that user to a landing page. On the landing page, the user is prompted to complete a form and submit contact information in order to receive what's being offered. By submitting that information, the visitor is then converted into a lead that your sales team can follow up with.



CTA Tips

Your call-to-action can be text, an image, or html, but it should always include a link to the corresponding landing page. If you have an effective call-to-action, you will convert a high percentage of your website visitors into leads which then become clients!



Create Landing Pages

Creating a call-to-action is only the first step. That CTA button has to link to somewhere! (You'd be surprised by how many times we've seen calls-to-action that aren't links.) So, you'll need to set up the corresponding landing page as well. The landing page is where your visitors will fill out the form to receive your offer.

Once users submit their information on the landing page, they should be redirected to a thank-you page where they can access the offer. (Note that if you're doing a promotion on a third party site -- Google AdWords, for example -- a landing page might be the first page on your site where your users arrive.)

From your CTA to your landing page, try to be crystal clear and specific about what it is that you're offering. If you're giving away a guide, say "Download our guide to X." If you're hosting a webinar, say "Register for our webinar on X." X should clearly convey a compelling benefit of receiving the offer. This is much more effective than "Download Now" or "Get a Free Article." These simply aren't specific enough.

Test, Measure & Iterate

Offers, calls-to-action and landing pages are the core elements of the conversion process, but you can't stop there. If you just have a single conversion pathway, you have very little insight into the process and the way it performs. In order to improve your conversion process, you need to experiment. You need to test different CTAs, offers and landing pages, and then decide which ones best help you achieve your goals.

After a CTA has been on your homepage for a month, vary the messaging or swap it out for an entirely new CTA. Then, after another month, measure which has performed best. If landing page conversions are low, move the form to a position in the upper half of your page so that visitors will not have to scroll down to read it. Then measure your results. Don't be afraid to test different variations; you can always switch back if the old version worked better. It will be worth it when you've found the best combination that increases your site's conversions.



NURTURING LEADS WITH EMAIL MARKETING

According to MarketingSherpa, **70% of your leads will end up buying something from you or one of your competitors, but they won't do it right away!** Companies that build relationships with their leads over time have the greatest success in turning leads into customers by staying top-of-mind until the lead is ready to buy.

Lead nurturing is the process of developing a relationship with your potential customer by sending targeted, relevant, and valuable messages to them in a timely manner. The end goal is to get your leads to “raise their hand” and self-select into further engaging with your business. Forrester Research found that **companies that excel at lead nurturing are able to generate 50% more sales-ready leads at 33% lower cost-per-lead.** These impressive numbers indicate that putting time and energy into nurturing your leads will likely pay off.

Email Marketing Practices: List Building



Give people a reason to opt-in. What's so valuable about your ebook? What interesting and unique information will they receive in your email newsletter? Be explicit and phrase the benefit(s) in terms of your potential recipient or lead.



Ask permission: You can follow the extreme principle of Seth Godin's Permission Marketing: Would your recipient be upset if they didn't receive your message? If yes, you should go ahead and send.



Create opt-in opportunities. Make sure your lead forms allow your website visitors to enter their email address and opt-in to receive your marketing messages.



Email Marketing Practices: Sending

- 🔄 **WIIFM?** Get into the mind of your recipient and ask, “What’s In It For Me?” (WIIFM). Are you emailing them just to tell them how great your product is? Or are you offering to help solve a problem they’re facing? Make the value clear in both the email body and the subject line.
- 🔄 **Don’t rely on images.** Many email clients don’t load images automatically, so if your email is one large image, your recipient won’t have any idea what it’s about! Use images as supplementary (clickable) content in your email, and make sure you have enough text to communicate content.
- 🔄 **Don’t let the law get you down.** Brush up on CAN-SPAM regulations to make sure your email practices comply. Be sure that your emails are within these guidelines. You sure don’t want to annoy your customers with pesky mass e-mail spam.
- 🔄 **Stay relevant.** What was your lead interested in? Did they download your “5 Tips for Using QuickBooks to Manage Your Business” ebook? Or did they read your blog article on “How to Get Your Business Listed in Google Places”? Send them an email with more resources targeted to their interests.
- 🔄 **Get personal.** Use a name and email address in the “from” line of your email that your recipients will recognize. Personalize the message so the recipient remembers why they came there. For example, start with “You recently checked out our ebook...” or “Thanks for subscribing to our blog!”
- 🔄 **Be consistent.** You want your recipients to expect and look forward to your messages. Whether you send your messages daily, weekly, or monthly, pick a schedule and stick to it!



Email Marketing Practices: Sending

- When someone opens your email, make it clear what they're supposed to do. Should they click to read a blog article? Do you want them to download a new, free eBook? Include a call-to-action that links to a landing page where the recipient can convert again and self-select to further engage with you.
- The landing page is part of your email campaign. Email marketing doesn't stop with a click. Your landing page is an extension of your email, and it is where your conversion takes place. Make sure your email offer and landing page flow, and review Step Five of this eBook for tips on conversion opportunities and landing practices.

Email Marketing Practices: Measuring

- Click-Through Rate** measures response. Of the people you emailed, how many of them clicked through to your landing page? The CTR can give you a sense of how compelling your offer and email messages are. Experiment with different subject lines, calls-to-action, and timing to improve the CTR of your emails.
- Unsubscribe rate** measures annoyance and spam. There will always be some people who do not want to receive your emails, but you want to make sure your unsubscribe rate does not exceed 5%. If your unsubscribe rate gets this high, check on your opt-in policies and procedures to make sure you're only emailing subscribers who want to receive your messages.
- Open rate** is an increasingly unreliable metric, as most email clients do not load the images necessary to track whether an email has been opened. Focus instead on how many clicks your email received.





BEING MOBILE FRIENDLY

It's obvious that mobile platforms are becoming norm for the average consumer, and so they should be too for us marketers. In fact, TechCrunch found that **there are 2.6 billion smartphone users globally, and that by 2020, there will be 6.1 billion!** If you are trying to market on the web, you need to consider the importance of creating entertaining and quality content that can be easily consumed on mobile devices such as smartphones or tablets.

The term "mobile marketing" is being tossed around frequently, often with different intended meanings. However, the essential message is: ***it's time to optimize for mobile devices.***

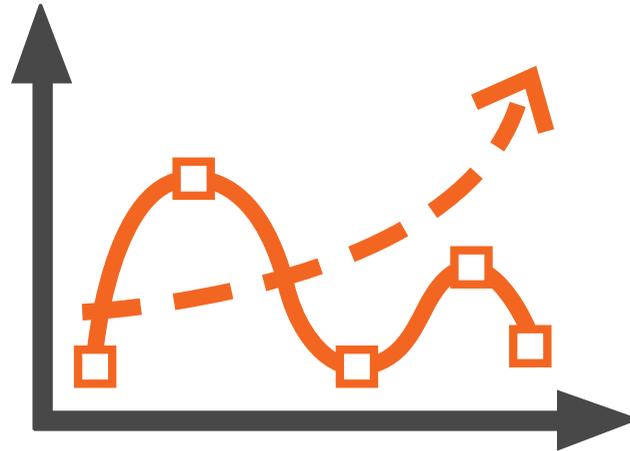
Optimizing for mobile doesn't mean your company has to have its own app. Many small to mid sized businesses do not have enough content to support a separate mobile application. Additionally, many marketers would be better off spending time optimizing their SEO, email, lead nurturing, and social media campaigns for maximum lead generation before taking on yet another major project such as a mobile application.

The important thing is to focus on is making sure your website is easy to view and navigate when accessed on mobile devices. Check to make sure there aren't any text or images that are being lost or distorted? Keep tweaking your website until it looks clean and professional when accessed by any type of device.



What to Worry About When Going mobile

- 🔄 Emails & Calls-to-Action:** It is important that you optimize your website, emails, offers, and calls-to-action so they can be viewed correctly on mobile devices.
- 🔄 Downloads:** Is it easy for a prospect to fill out a form on your website from their smartphone? If you are offering a download, will it open on mobile devices?



- 🔄 Video:** Bytemobile has found that 60% of all traffic on mobile web devices was for video. The study also shows that 10% of mobile web users accounted for 90 percent of mobile web traffic.

Mobile Evolution

This data highlights some critical elements in the evolution of the mobile web. With indications that mobile bandwidth cost may be on the rise, it is important for marketers to develop lightweight ways to engage mobile users. Don't ask a user to stream a 10-minute video. Instead, provide a clean text summary of the video if they are using a cellular data connection. Give them an opportunity to watch the video if they are on a WiFi connection, in an effort to help them conserve mobile bandwidth.



ANALYZING & REFINING YOUR STRATEGIES

Now that you have all the right internet marketing strategies in place, it's time to make them as efficient possible. Your main goal in this step is to find way to use all the techniques we've already given you to increase your online presence and generate new customers.



4 Steps for Analyzing & Refining Internet Marketing Strategies



Implement an Analytics Program

In order to analyze your strategy, you need to have an analytics program in place. Google Analytics is a non-business based, free tool that helps analyze your website traffic. If you are looking for something more specific, Farotech provides in-depth marketing analytics.



Identify Opportunities

Find out what you want to improve. Do you want more people coming to your blog? Do you want to convert more visitors on your homepage into leads? Get into the mindset of constantly looking for new opportunities.



Set a Metric for Success

In almost all cases, your metric should be quantifiable and involve a set time frame. For example, a good goal would be: "Increase X website leads over the next Y days."



Refine

Analyze how your programs performed and make changes with the aim of achieving your marketing goals by doing more of what does work and less of what doesn't.



Metrics to Analyze

In order for all your work to have a big impact, you'll need to monitor several key factors. Again, you'll need analytics software to do this. Before diving into improvements you can make, let's first discuss what the relevant metrics are. This is just a basic list of what you should be monitoring. After you become comfortable with these metrics, you may want to look into a more comprehensive system to monitoring even more data.

-  **Effectiveness by Channel:** What promotional channels or referring sources are sending you the most traffic? Focus on long-term results, not short-term traffic spurts that you might get from news coverage or press releases.
-  **Website Grade:** How well optimized is your website overall? To find out, continue running your website through a Website Grader. You can sign up for monthly updates on your grade via the Website Grader report.
-  **Leads:** How much of this traffic are you converting into leads (e.g. potential returning paying customers)?
-  **New vs. Repeat Visitors:** Attracting new visitors means people are finding you through an online search. Attracting repeat visitors means you've given people a good reason to come back to your site.
-  **Traffic by Keywords:** Which keywords are drawing in the most visitors to your site?
-  **Traffic:** Overall, how many people are coming to your wonderful website?
-  **Customers:** How many sales did you close this month?
-  **Customer Acquisition Cost:** How much are you investing to draw in each new wide-eyed customer?



CONCLUSION

For beginners, the concept of internet marketing might seem daunting. But as we've seen through the pages of this ebook, tackling it one step at a time can make the process manageable, and doing it systematically can really generate results for you.

We hope our tips have helped you gain a basic understanding of how internet marketing can improve your overall marketing plan and help you achieve success online. We've been helping companies like yours win on the web for over 15 years! Should you find you need any help along the way, please feel free to contact us by calling **267.387.6620**.

This ebook was created in partnership with HubSpot and relies on its marketing strategies.