Make the Internet Work for YOU!

Presented by:
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the marketing department®
POWERED BY BRIGHT IDEAS

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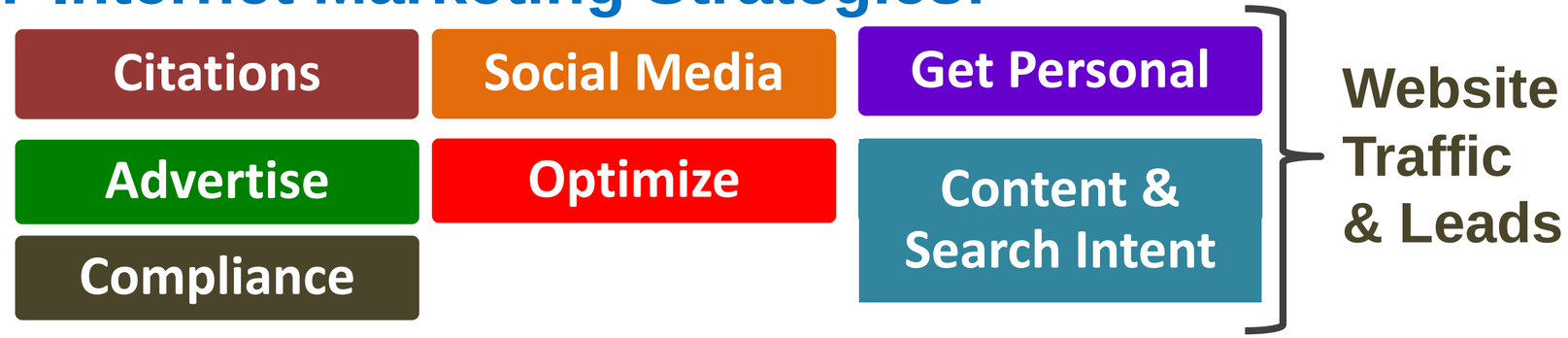
Internet Marketing Strategies

What We Will Cover

January 2024

- **Introduction**
  - What is Internet Marketing
  - Does Internet Marketing Work
  - Types of Businesses that Can Benefit
  - Internet Platforms/Channels
- **7 Internet Marketing Strategies:**



- **Internet Marketing in a World of Artificial Intelligence**
- **Takeaways**

Q & A @ the End

What Is Internet Marketing?

Any Process or Activity that Helps Promote your Brand or Business Online!

Awareness
- Brand awareness
- Drive traffic to website

Engagement
- Nurture prospects
- Reputation management

Sales
- Lead generation
- Make a sale online

Does Internet Marketing Work?

Yes, if

- Marketing budget supports goals to meet expectation
- Correct channel strategy is used
- Quantity of converted leads supports the budget
- Omni-channel (supports buyers journey, on & offline)
- Can differentiate - Unique Selling Proposition (USP)
- Have a “plan” driven by research & buyer persona
- You have patience…Success takes time!

What Types of Businesses Benefit?

Can help most businesses grow

If acquisition cost (cost/lead) is in line with lifetime sale value or profit

If the goals are to:

- Increase website traffic
- Generate more leads
- Facilitate more online reviews
- Build brand awareness by:
  - Sharing content
  - Promoting Unique Selling Proposition (USP)

What Internet Platforms does Your Ideal Customer Spend Time on?

Internet Channels (Platforms)

Leading Social Networks

Examples of Ad Display Networks

Examples of Mobile Ad Display Networks

Popular Community Bulletin Boards

All logos are the property of their respective owners.

What Platforms do Your Ideal Customer Use for Search & Shopping?

Internet Channels (Platforms)

Examples of Shopping Networks (SEO)

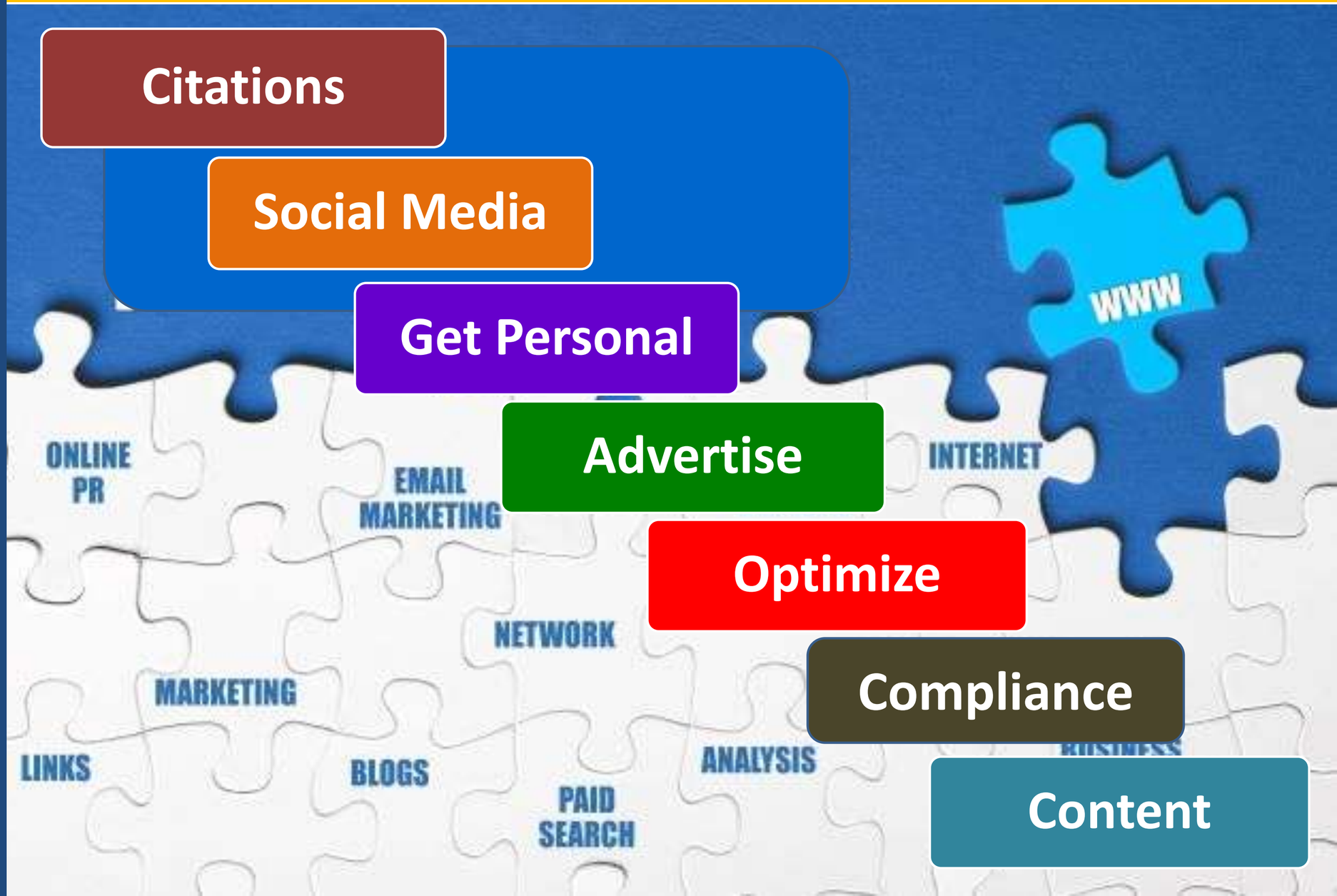
Popular Search Engines (requires SEO)

Examples of Industry Specific Directories

All logos are the property of their respective owners.

Internet Marketing Drives Website Traffic & Leads

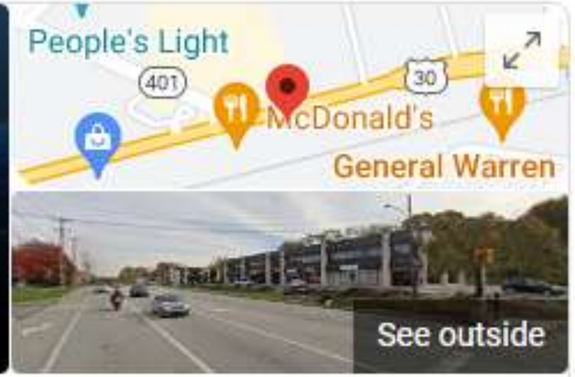
7 Core Strategies



Strategy #1

List your business on search engines

Google & Bing Business Profiles



The Marketing Department - Malvern

Website | Directions | Save | Call

5.0 ★★★★★ 11 Google reviews

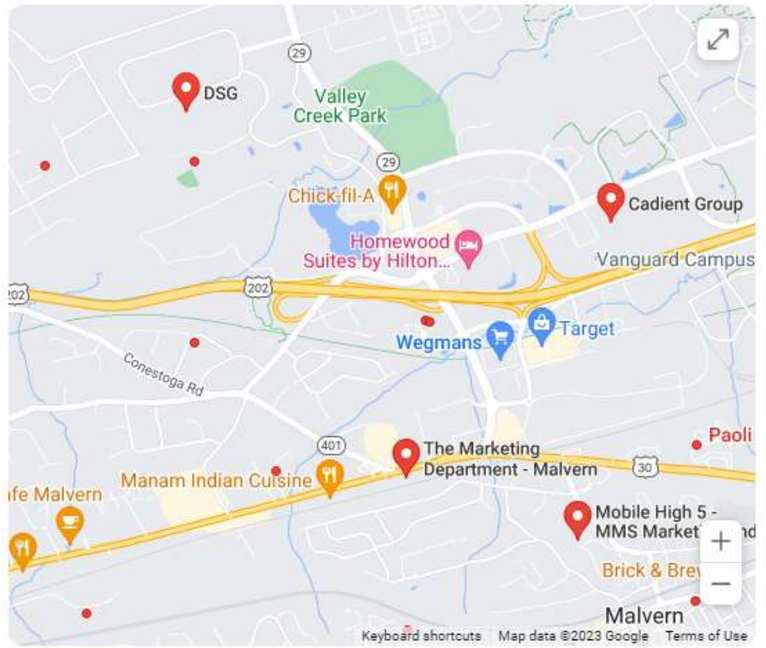
Marketing agency in Chester County, Pennsylvania

You manage this Business Profile

Address: 72 Lancaster Avenue, Century Plaza Building 2, Suite 3, Malvern, PA 19355

Hours: Closes soon · 5 PM · Opens 9 AM Tue

Phone: (484) 318-8160



Businesses ⋮ Rating ▾ Hours ▾

Mobile High 5 - MMS Marketing and SMS Marke...
5.0 ★★★★★ (31) · Marketing agency
7+ years in business · 103 Margaret Ln · (484) 325-5725
Closes soon · 5 PM
Online appointments
Website Directions

The Marketing Department - Malvern
You manage this Business Profile
5.0 ★★★★★ (11) · Marketing agency
10+ years in business · 72 Lancaster Avenue, Century P...
Closes soon · 5 PM
"The Marketing Department was an absolute pleasure to work with!"
Website Directions

DSG
4.6 ★★★★½ (8) · Advertising agency
7+ years in business · 255 Great Valley Pkwy STE 120 · ...
Open · Closes 6 PM
Onsite services · Online appointments
Website Directions

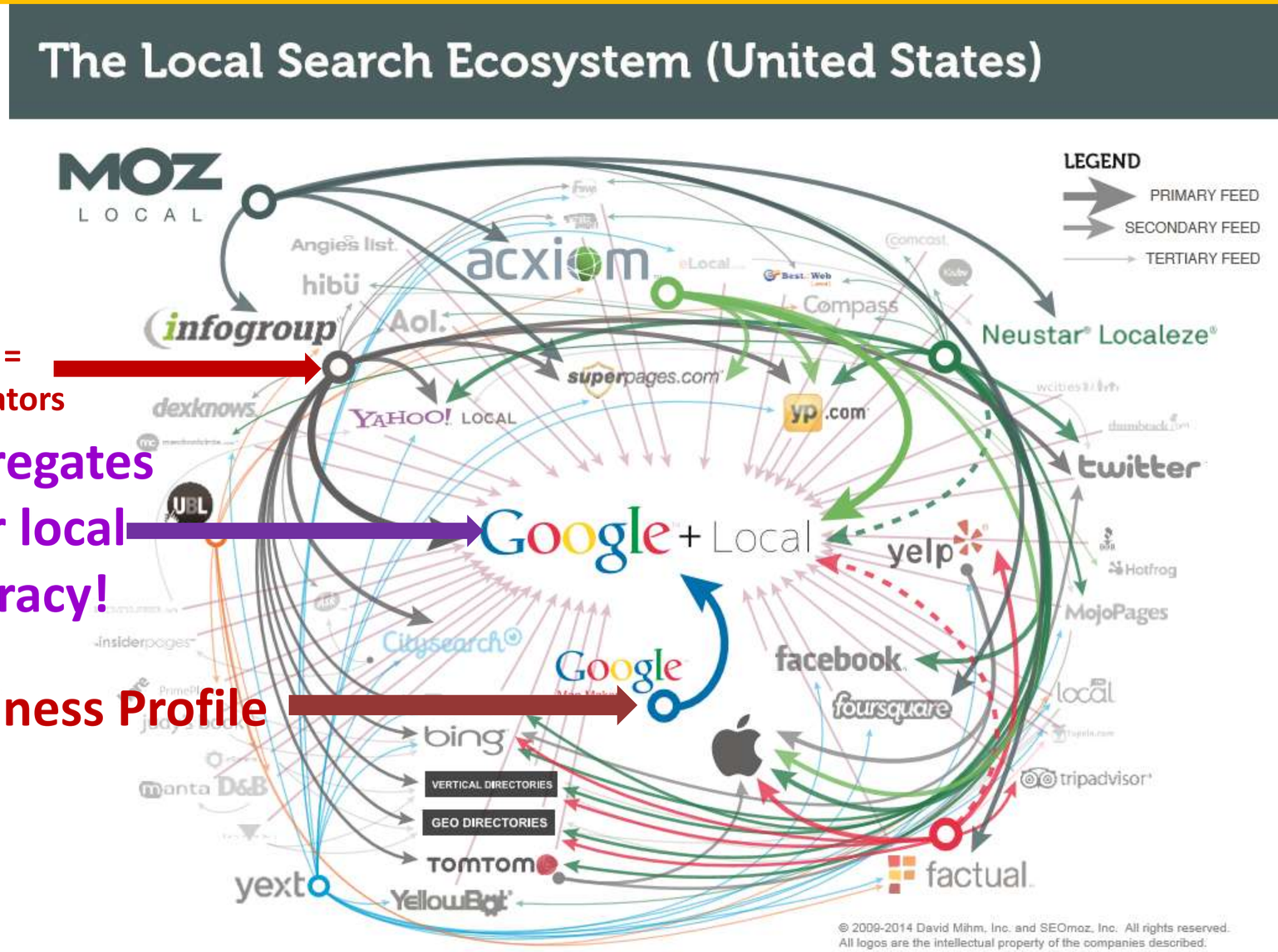
More businesses →

Strategy #1

Citations (Name-Address-Phone-Business Category)

Resources

- Moz Local
- Whitespark
- Bright Local



Directory Listings

Enables “near me” local searches

Strategy #2

Social Media

Use Social Media to Drive Engagement

- **Think of social media as a distribution network to promote your website content**

YouTube → Use Script as Blog → Announce Blog Post on Social → Post on Google Business Profile → Submit Post to News Channels

- Use bullet lists in your content for engagement & readability

- Use relevant hashtags

- Tag influencers who may be interested in the content

- Give a compelling reason to click the website link

Like → Share → Follow

Post 3x / Week on Facebook or Instagram
Post 3x / Day on TikTok
Submit to News Platforms (e.g., Medium.com & Quora.com)

Strategy #2

Social Media

Use Social Media to Increase Website Traffic

- Join or create a Social Media Group to display your expertise

- Monitor and contribute to conversations your ideal customer is having by using social listening tools like:
  - Google Alerts
  - Talkwalker.com
  - Digimind.com
  - Synthesio.com
  - ListenFirstMedia.com

- Pay influencers to post/promote your business or product on their social media sites ($$$)

Strategy #3

Build Relationships Online

- Interact with social media followers by:
  - Replying to their comments
  - Reposting content on social sites
  - Tagging them to notify that person that you have mentioned them or referred to them in a post or a photo

- Reply to ideal customer looking for answers on online knowledge platforms like:
  - Quora.com
  - Reddit.com
  - Answers.com

Get Personal

Strategy #3

Build Relationships Offline

- Ask clients for online reviews
  - Many 4 & 5-star reviews will drive website traffic

- Ask clients for referrals
  - 90+% of prospects will visit your website before calling you

- Build a Vendor Referral Network
  - Non-competing businesses serving your ideal customer

Get Personal

Strategy #3

Email Marketing

Get Personal

Build an Email List

- Website leads
- Webinars / Podcasts
- Networking (in-person)
- Advertising

Consistently Email

- Promotions
- Newsletters
- Helpful / Quality Content
- Monthly or Quarterly

Email Marketing S/W

- Cost/month/contact
- Ease of Use
- Features & Email Template Builder Options

Low Cost / High ROI

Driven by

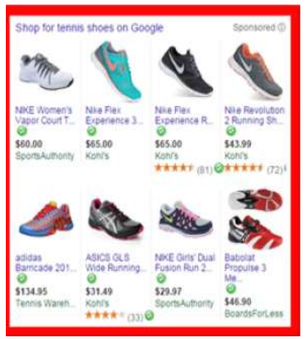
- Ideal Customer Focus
- Buyer Interests & Thirst for Knowledge

Strategy #4

Advertise Online

Shopping Ad

- **Google**
- **Etsy**
- **Amazon**



Remarketing Ad

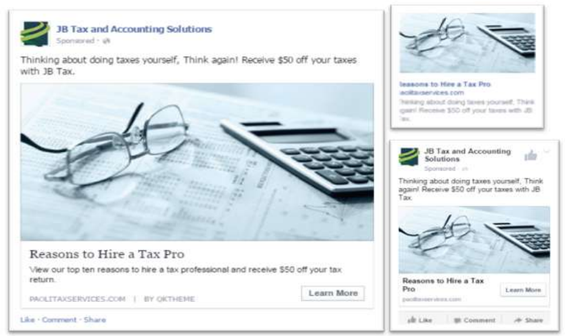
Visit Website

Cookie Installed

Ad Displayed

Display Ad

- **Social Media**
- **Display Network**

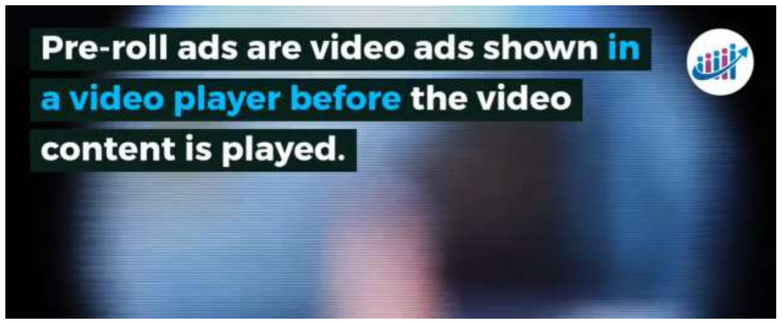


Pay-per-Click Search Ads

- **Text or Display Ad**
- **Real-time Competitive Bid**
- **Only Pay when Ad Clicked**

Pre-Roll Video Ad

- **YouTube**
- **Effectv** (Xfinity/Verizon display network)
- Design video ads to display with no sound



Point the ad to ad- specific Landing Page

Advertise

Strategy #5

(+) High ROI
(+) Online persona
(+) Sustainable

(-) Takes time
(-) High cost

Optimize

Website Optimization Involves

- **Technical SEO**
  - Website structure & technologies that ease understanding and use for search engines & human visitors
- **Content Management**
  - How your customer searches for information (keywords)
  - Consistent use in Title Tag, Headline & On-page Copy
  - Educate & inform, optimized for Buyers Journey
- **Backlinks & Online Mentions**
  - Relevant, high-quality sources
  - Willingly vouch for you

Strategy #6

Compliance as Internet Marketing Strategy

The Internet is a Regulated Environment

Privacy Policy*

- GDPR
- California Privacy Act
- Security (SSL)
  - E-commerce
  - Online form
- Cookies (opt-in)

Terms of Use*

- Limitation of Liability
- Permitted Use
- Copyright
- Privacy Policy
- Governing Law
- And…Agreeing to Terms of Use

SSL Certificate

- Network protocols: http vs. https
- The “s” stands for “secure”
- https required for:
  - Online Forms
  - E-Commerce Transactions

Is Your Website Accessible?*

- Equal access to electronic content & technologies no matter ones abilities (WCAG Guideline)
- It’s a law, right thing to do & tax credit
- Strategies
  - Native programming
  - Overlay

*** This is legal stuff - Consult your attorney!**

Strategy #7

Content Drives Website Traffic

- **Content Goals**
  - **Unique original content that demonstrates your expertise**

- **Helps build trust**
- **Differentiates you from the competition**
- **Helps your target audience - ideal customer's buyers journey**
- **Write for your customer, not the search engine**

- **Frequently posted, ideal customer targeted content will drive high quality traffic**

Content

Strategy #7

Content Drives Website Traffic

- **Use your Content for Backlink Building**
  - Backlinks from relevant, high-quality sources
    - Create a list of potential websites that might link to you
    - See what kind of content is on these website
    - Develop the content targeting backlinker's audience
    - Contact the website owner/publisher and offer your content
    - Free Backlinks Report Ahrefs Checker * & Link Explorer *
  - Outsource research for linking opportunities
    - Never syndicate the same content to multiple sites (1 to 1 only)
    - Link building services: Page One Power *
  - Keyword tools SpyFu,* Ubersuggest,* Google Search Console
    - Find low competitive keywords your competitors are ranking for
    - Find long-tail search terms with low competitive ranking

Content

* For information only, not an endorsement

Strategy #7

Content Creation / Content Marketing

Blogs & Articles

- Short form < 500 words
- Long form > 1,500 words
- Newsletters (promote content)

Lists & Infographics

- Process checklists
- Product options
- Best of research…

Data & Insights

- Case studies
- Research results
- White papers

How-To Guides

Driven by

- How you solve problems
- Process solutions

Content

Does your content match prospects Search Intent?

Strategy #7

Content Strategy changing from Keyword driven back-links to Search Intent driven Content

Content Strategy → Search Intent

Search Intent drives Search Results Page

- Match query with best answer
- Demonstrate E - E - A – T
  - Experience
  - Authoritativeness
  - Expertise
  - Trustworthiness
- Citations (for local search)

1 Keyword

- Not specific
- Too broad a search
- High search volume
- Huge competition

2 or 3 Keywords

- More specific
- Narrows search
- Moderate search volume
- Very competitive

4 or more Keywords

- Long tail search query
- Highly specific
- Low search volume
- Low competition

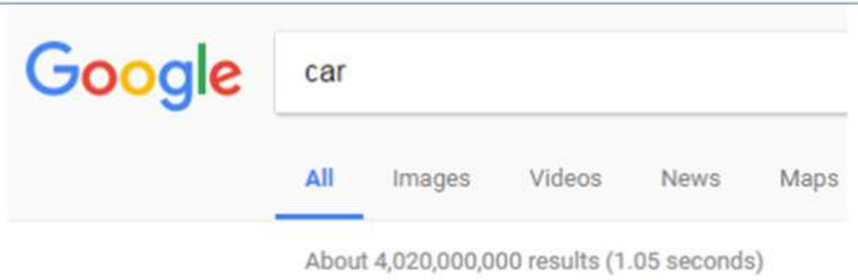
Content Strategy

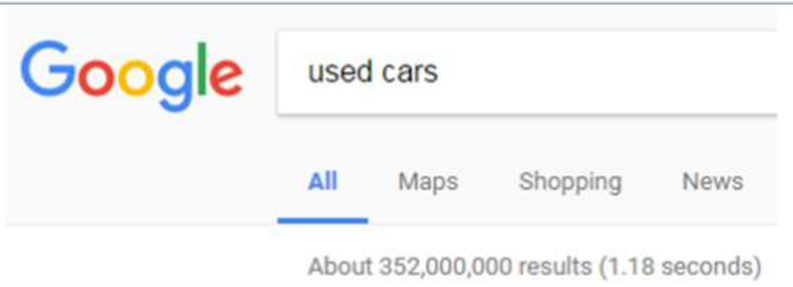
Search Intent → High Quality Website Traffic

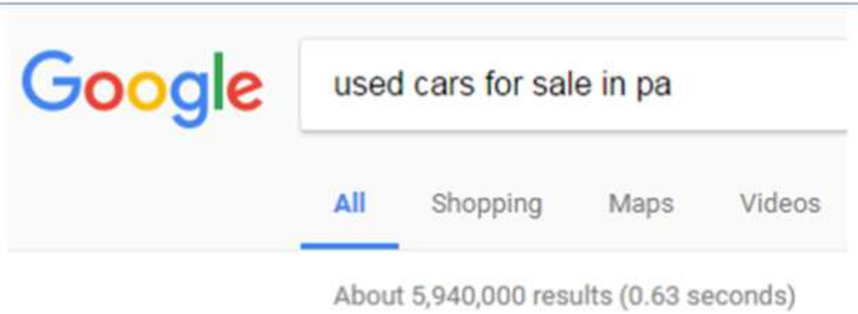
Strategy #7

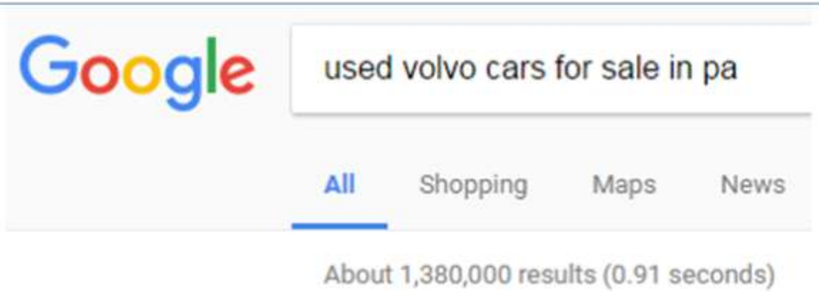
Example of Long Tail Search

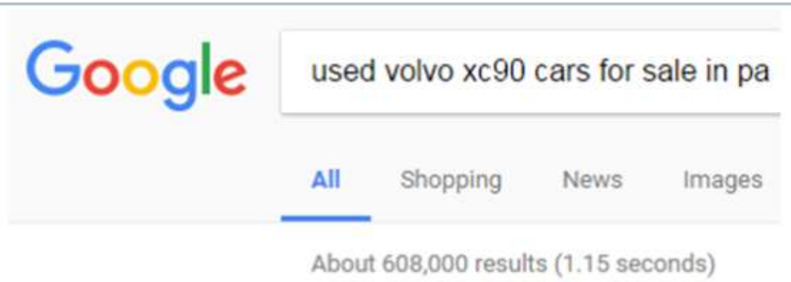
The more specific the search the more relevant the search result!

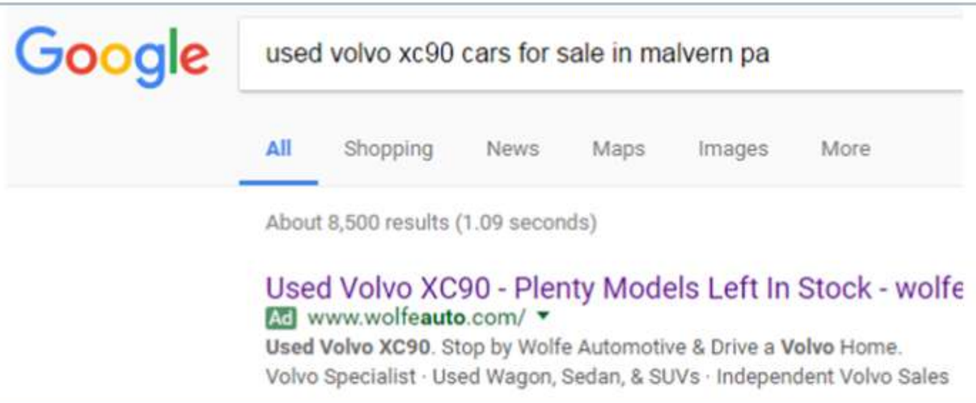












Content Strategy

Strategy #7

E-E-A-T

YMYL

Stands for **Your Money or Your Life.**

Refers to pages that "could potentially impact a person's future happiness, health, financial stability, or safety."

SEMRUSH

Viewing the Web through the E-E-A-T Lens

Does your content demonstrate first-hand or life EXPERIENCE on the topic being discussed?

For example, is it clear that your product review content is from a person who has used the product they're writing about?

Is your content author well-established, and do they have relevant EXPERTISE and skills on the topic?

For example, have you established that your content with medical advice is being given by a medical expert?

Is your site or author a trusted AUTHORITY on this topic? Are you or your site a go-to source for knowledge?

While not all topics have a single authoritative source, when they do, it's usually highly reliable.

For example, a government site will be considered an authority on information about passport renewals.

Is your content and site TRUSTWORTHY? Is it accurate, correctly attributed, and sourced?

The other E-E-A-T criteria play into trust, but if your site is not to be trusted, it will outweigh your other efforts.

For example, does your site include accurate contact information and up-to-date HTTPS and SSL certifications?

MOZ

Content Strategy

AI – Machine Learning Technology

Internet Marketing in a World Supported by Artificial Intelligence…

Diagnostic Tools

- Analyze competitors
- Analyze site visitors
- Analyze search engine
- Technical analysis of site architecture

Lead Capture

- Capture name, company & contact information of a website visitor
- Has to be from a www.companyname.com (not Yahoo, AOL, g-mail, etc.)

Website Performance

- Page analysis
- Personalize content for target audience
- Increase conversion rates

Website Development

- High level language coding of website pages
- Graphic design
- Automated maintenance

AI – for Content Marketing

Content Marketing in a World Supported by Artificial Intelligence…

Content Use Cases

- Website Page
- Email Subject & Copy
- Blog Article
- Ad Copy
- Press Release
- Social Media Post
- Editorial Calendar
- List
- Competitive Analysis
- Market Research
- Content Idea
- Graphic

AI Guidelines

- Content based on a natural language prompt
- Use it for ideation, outlines & concepts
- Do not copy, paste & publish

AI content lacks human experience!

Some AI Content Tools*

- Chat.OpenAi.com (Free & Paid)
- Copy.ai (Free & Paid)
- Ask.Writer.com (Free)
- Simplified.com (Free & Paid)
- SEOMagnifier.com (Free)
- Frase.io (Paid)
- Tools. Picsart.com (Free)
- Rytr.me (Free & Paid)

Most driven by Open Ai, so what matters are the s/w features & the user experience

*For information only, not an endorsement

7 Key Takeaways

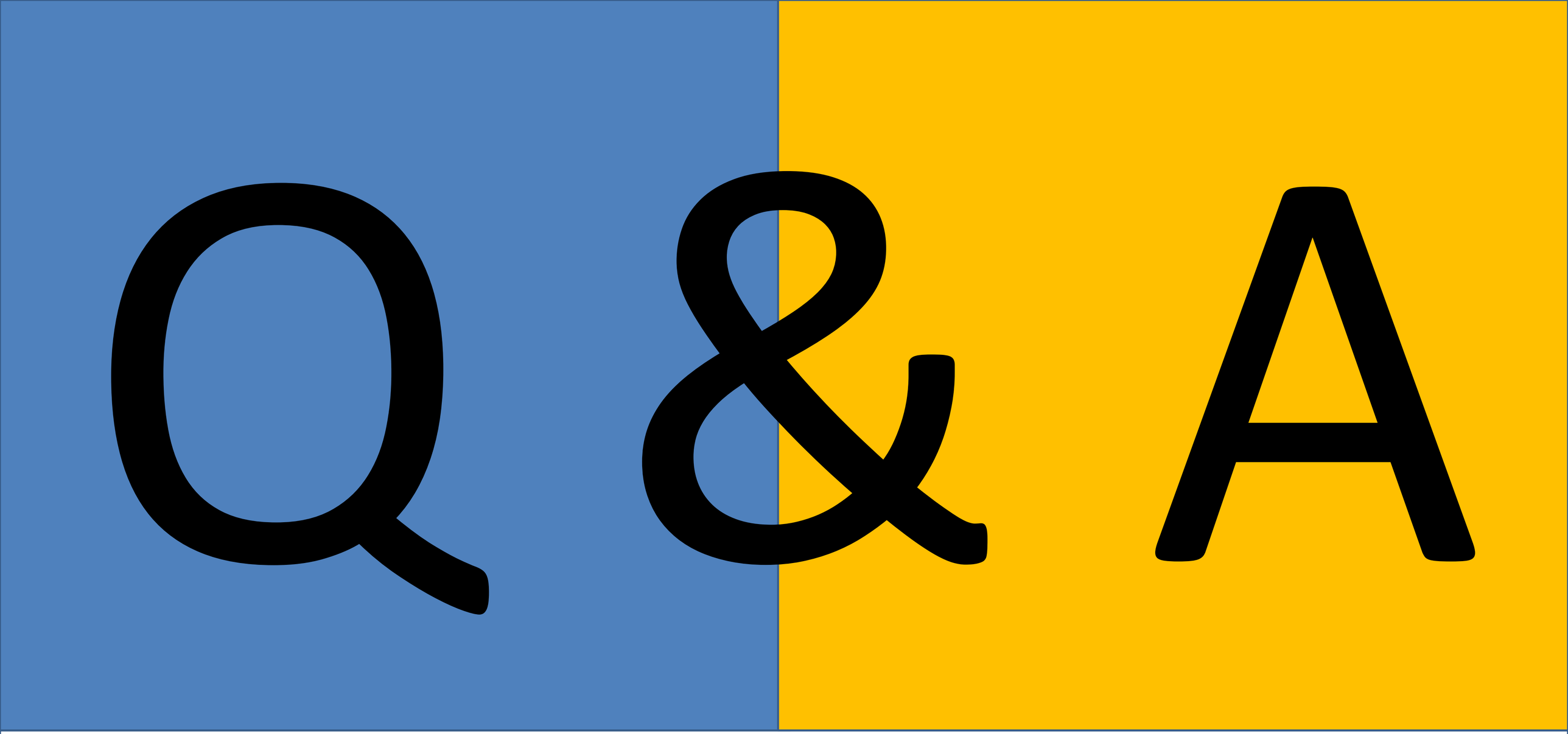
Internet Marketing

1. An optimized website, rich in original content driven by Search Intent
2. Website marketing: A mix of online, offline & personal strategies
3. Knowing, reaching & connecting with your ideal customer
4. The flexibility / freedom to test every strategy to see what works, using data to drive your decisions

7 Key Takeaways

Getting More Website Traffic Requires

5. **Proactive marketing strategies & management to ensure:**
   - **All those different forms of marketing complement & coordinate with one another**
6. **Be compliant and accessible**
7. **Budgeting enough marketing $$$ to:**
   - **Meet your goals**
   - **Produce compound value over time**



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