

# Customizing Your Internet Marketing Strategy

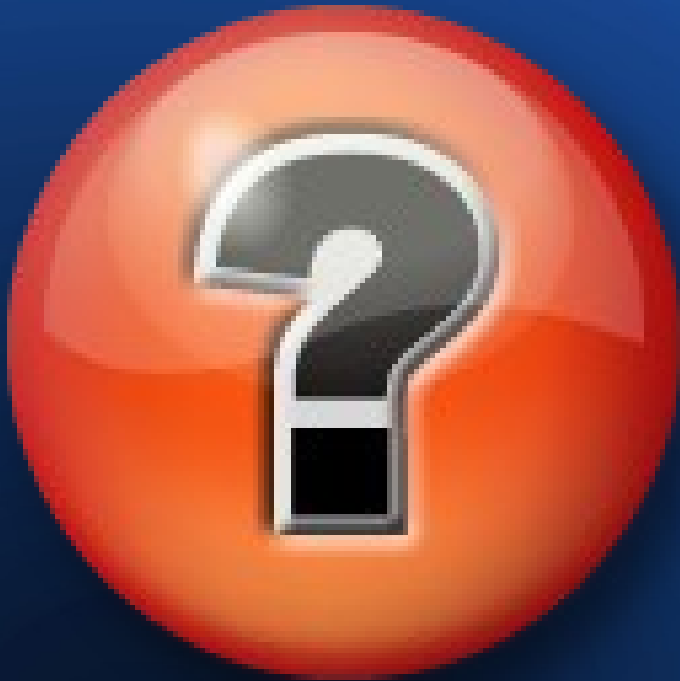
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# Thank You!

- If you attended the August 25, 2010 luncheon at the McKinney Chamber Of Commerce's location then thank you for taking the time out of your schedule during the middle of the work week!
- If you liked the presentation then you are welcome to share this presentation with your friends, colleagues, and your social networks

# Internet Marketing Confusion



- SEO?
- Pay-per-click?
- Social Media?
- Press Releases?
- Coupons?
- Web 2.0?

# Questions For Customizing Your Internet Marketing Strategy

- Who are your prospects? What are they likely to accept as marketing?
- What would you like to accomplish in your internet marketing?
- \*\*\* What do your prospects trust in terms of medium?
- \*\*\* What/Who do your prospects trust in terms of authority and relevancy?

# Who Are Your Customers?

- Demographics: age, specific background, etc.
- Geography: nationwide, statewide, countywide, or in small geographic area
- Wants/Needs: what are you offering them in terms of benefits and pain-removal
- Price-sensitivity: premium, bargain-hunters

# What Do You Want To Accomplish With Your Marketing?

- Do you want to get your prospects to order something online?
- Do you want them to physically show up at your location during specific times?
- Do you want them to join your newsletter?
- Do you want them to forward something to THEIR friends and networks?

# What Do You Want To Accomplish With Your Marketing?



# What Media Do Your Prospects Trust And Respond To?

- Do your prospects use the Yellow Pages and newspapers?
- Do they trust local TV/radio commercials?
- Do they trust word-of-mouth only?
- Do they trust specific online sites?
- Are they skeptical or are they encouraging?



# Online “Trust Sources”

- Do your prospects trust the search engines? – This can be quantified!! \*\*\*
- Do they trust “heavy-interactive” social media such as their Facebook/Twitter friends?
- Do they trust multimedia such as videos on YouTube and podcasts on iTunes?
- Do they only trust endorsed products/services from authority figures in their worlds?

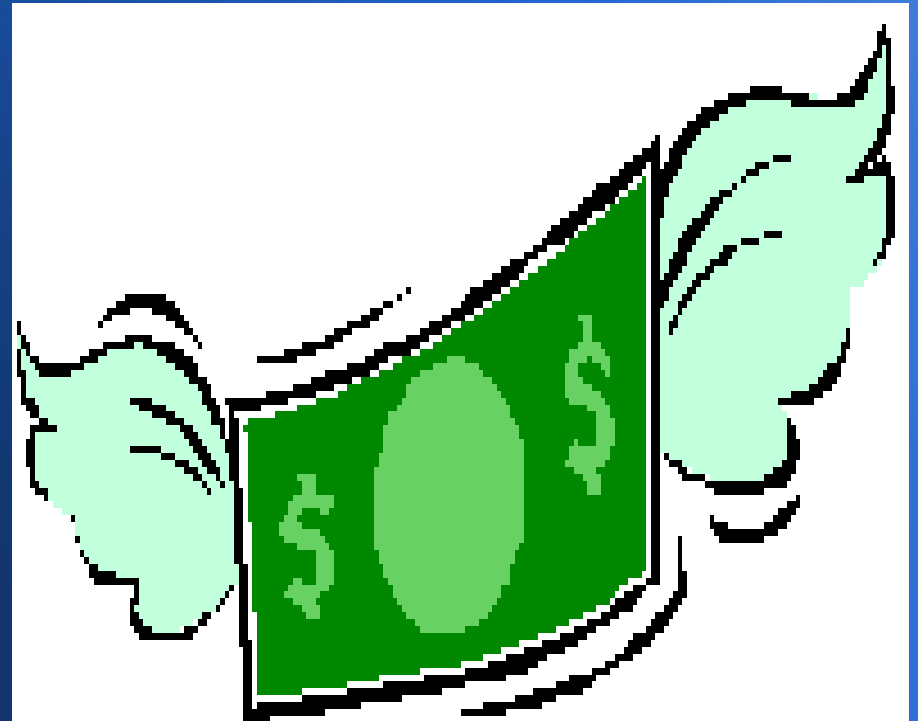
# Are You Fishing In The Wrong Place

- Are you advertising and marketing where your prospects are NOT hanging out?
- Are you marketing in venues which your prospects do not TRUST?



# Money Flying Away

- Inane websites with no traffic asking you for money
- Physical directories which your prospects don't trust
- Anything with no ROI or tracking



# Before Anything Else....!

- If you have a website make it **EASY AND SIMPLE** for people to do what you want them to do
- A “pretty” website is SECONDARY to a **CLEAR “call-to-action”** (call this number today, join my e-mail newsletter, visit us today, etc.)

# Before Anything Else (Part 2)

- Remember that the search engines' algorithms, especially Google, reward a web page based on three “macro” factors:
  - “A” - Authority
  - “R” - Relevancy
  - “T” - Trustworthiness

# SEO Versus Social Media

## SEO

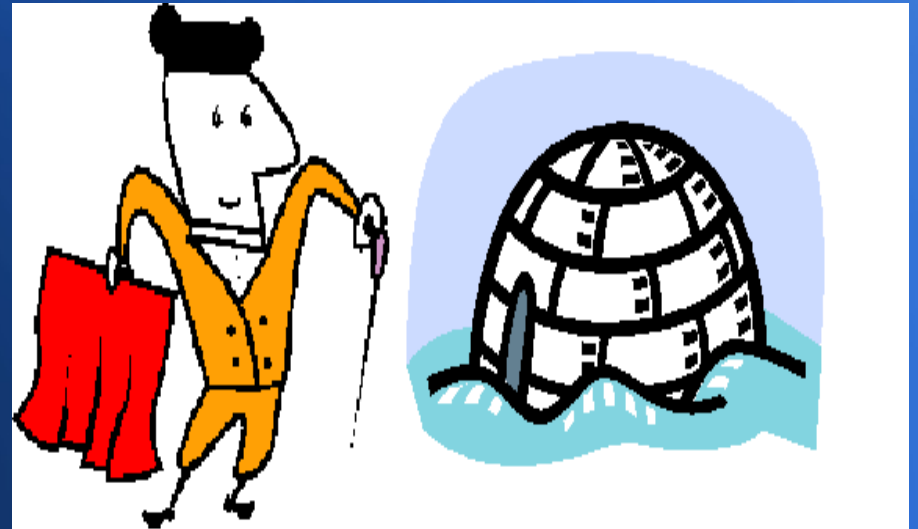
- Very targeted
- Can be competitive
- More “techie” than social media
- A game of “leap frog”
- Relatively short sales cycle

## Social Media

- Not as targeted, depending on media
- More like a “party”
- Not as easy to quantify
- Can be powerful if done right (“viral”)

# Keyword Research Is A Must

- Pointless to rank # 1 which has no demand
- This is like being the “best bullfighter in Alaska”
- Must get in front of “*hungry market*”



# First Steps

- Run comprehensive keyword analysis to determine if people are using Google (all search engines) to find your product/service
- Also helps you “get into the head” of your prospect
- Next, run competition analysis of those already in Top 10 of Google
- Determine if you can leap frog current spots



# Why SEO First?

- If you can get first page exposure for a term which has QUANTIFIED demand for your business then go after that audience!!
- It is hyper-targeted and has short sales cycle
- Probably can convert visitors at higher conversion rate than social media
- Top spots considered “trustworthy”

# Also....

- Properly-optimized web pages will reduce a “surcharge” if you decide to use Google AdWords/pay-per-click (PPC)
- Optimized pages also can get traffic from Yahoo/Bing even if not yet on Top 10 in Google
- \*\* This does NOT have to be your website!

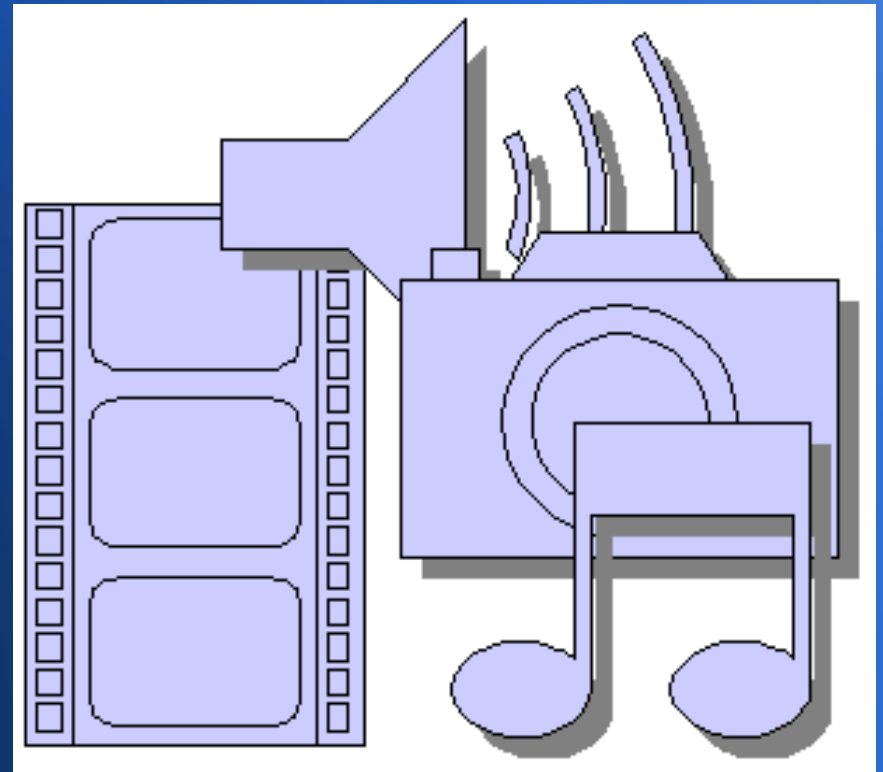
# Second Steps: More Free Traffic

- *Local businesses* need a COMPLETE Maps listing
- FREE listings in local directories
- Classified ads
- Free reports, articles, etc.
- Press Releases
- Coupons
- Website HTML optimization
- *National businesses* need articles, free reports, etc.
- Need to participate in niche forums
- Web 2.0 pages
- Press Releases
- Advanced link building
- Website HTML optimization
- 3<sup>rd</sup> party blogs

# For Local & National Businesses

## MULTIMEDIA

- Videos
- Podcasts
- Images
- Other (games, quizzes, etc.)



# Paid Traffic - Useful!!

- Pay-per-click networks (Google AdWords, Yahoo, Bing, etc.)
- Pay for lead networks (CPA Networks)
- Ezine/newsletter advertising
- Site-specific advertising
- Google Content Network
- Facebook ads
- Pay on per-click basis
- Pay on per-impression basis
- Pay on per-lead basis
- Pay on per-sale basis (affiliate marketing)

# Keywords Important Here Too

- Keyword research is VITAL for any pay-per-click campaign, especially through Google AdWords and similar search engine services
- Helps you design your ads, landing pages, headline titles, etc.
- Increases odds of getting good Google AdWords “Quality Score”

# Types Of Social Media

## “Set & Forget”

- Videos (little interaction required)
- Articles
- Web 2.0 sites
- Coupons
- Press Releases
- RSS Feed syndication

## Interactive Social Media

- Facebook, Twitter, MySpace, etc.
- LinkedIn
- Blogs
- Forums
- Niche (or city-specific) social networks

# Social Media - Interactive

- Must be treated like a “party” – NEVER “hard sell” anyone on here – your account could get banned
- Must be a “cool person” – give tips, useful resources, congratulatory notes, comment on photos, participate on niche-specific (or geographic-specific) groups, etc.
- Your goal here is to get others to spread the word about you on your behalf
- People will then find you PASSIVELY and go to your website/blog/videos where you THEN can sell to them



# Don't Join Facebook/Twitter If...

- You have no time to build slow-forming trust
  - You have a tendency to “hard sell” and get to business right away
  - You hate “networking”
  - You don't have the time or inclination to interact with people on a consistent basis
- **INSTEAD**, use “set and forget” media

# Helping You

- If you want any assistance with your specific internet marketing strategy then contact me
- Will customize a strategy based on your goals, personality, and what the marketplace is telling you
- Matt Mc Dermott - [info@morethanseo.com](mailto:info@morethanseo.com)
- <http://www.MoreThanSEO.com>

# If Time Permits...

- ... will choose one attendee's business to analyze live at the seminar
- Will review basics of what people seek in that market
- Will analyze competition
- Will see who is paying for advertising
- Will look at social media for competition
- Will analyze the attendee's web properties (if any)