

CHARLAND TECHNOLOGY

BUSINESS TECH EXPERTS

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AGENDA

E-Marketing 101

Online Marketing Overview

- Safety, security, and general rules
- Using your web site as the center
- Overview of sites and services

In-Depth with Google's Free Tools

- Google Local
- Google Analytics

In-Depth E-mail Marketing

5 Tips for Managing Your Online Marketing

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WHAT IS “SOCIAL MEDIA?”

Websites and programs that help people connect online

Instant Messaging

General online communities

Specialized online communities

Blogs and Forums

Content Aggregators

Video & File Sharing

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ONLINE SAFETY & SECURITY

“Beware...runnin’ with scissors...or any other pointy object”

There are bad people on the Internet.

Apps, plug-ins, links, and files can contain bad stuff.

Getting bad stuff on your computer can lead to:

- Expensive repair/virus cleaning bills
- Exposure of your business information
- Attempts to scam your friends and acquaintances
- Unauthorized use of credit cards
- Fraudulent use of your online banking passwords

Best practice: Don’t do your online marketing from your Quickbooks computer.

GENERAL RULES

Don't be the next Internet faux pas.

Anything you post on the Internet can and will be seen by millions of people. No “take backs” or “do-overs.” Think twice (or three times) before you hit “send.”

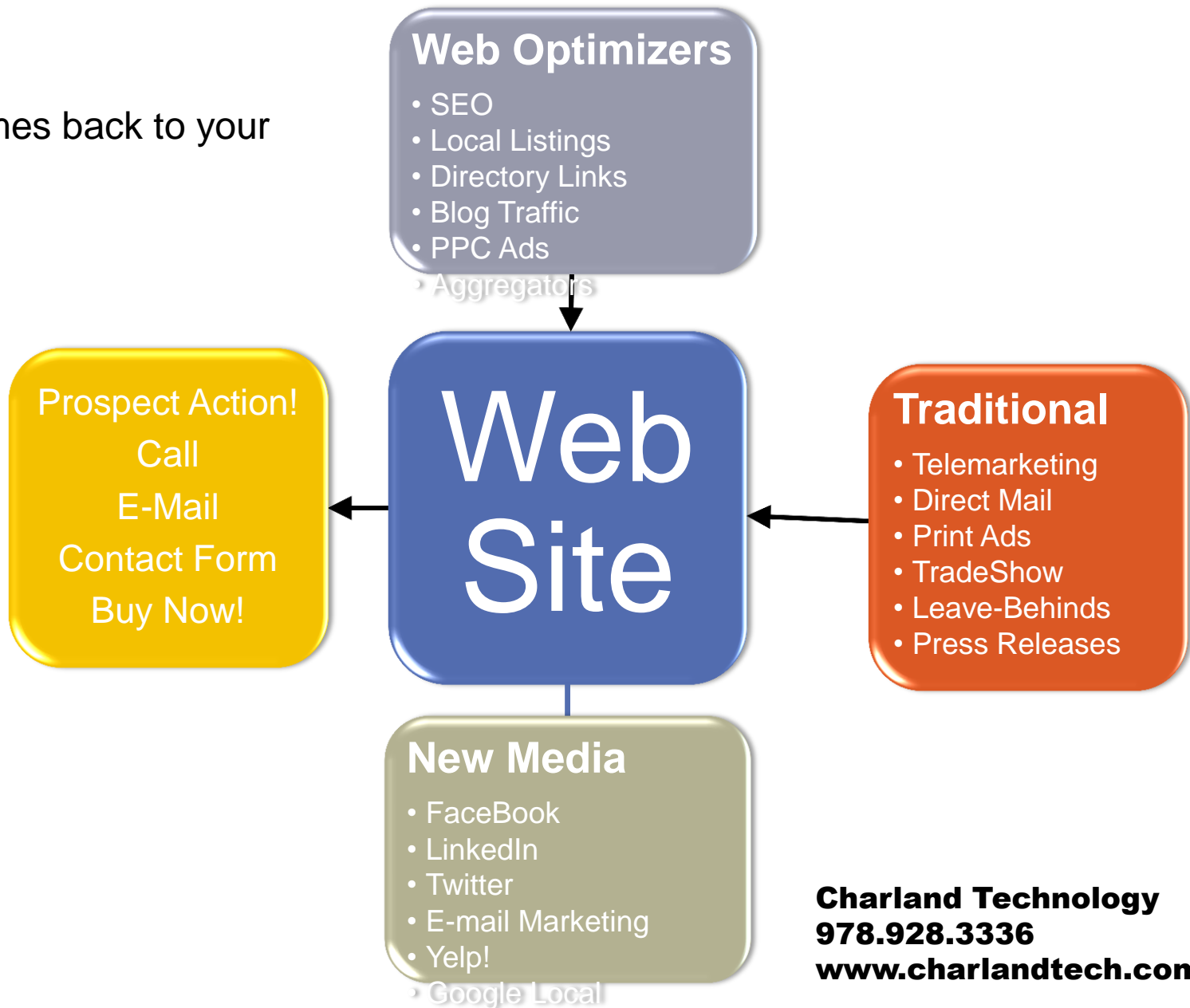
Hateful or nasty language will get lots of negative attention online

Careful with images and private info

Establish a presence and learn the “rules of the road” before trying to push products or services.

ONLINE MARKETING ELEMENTS

It all comes back to your website.



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MAIN WEB SITE

Best For:

- Use as a “hub” to direct people from other marketing sources
- Permanent online presence
- Completely under your control

Concerns:

- Need to keep it updated
- Use SEO techniques to add search power
- What happens once users get there?

WEB SITE “LANDING PAGES”

**Specially-crafted web pages for searchers and e-marketing
“first touch”**

Best For:

- Use for specific keywords and promotions
- Direct targeted message to searchers

Concerns:

- Need to keep them updated
- Keeping visitors happy
- What happens once users get there?

BLOG

A special website made up of short, informal articles on topics of interest.

Can be hosted on your website or an outside company (blogspot, wordpress)

Great for improving search ratings

Must be updated! Very important to post at least 1-2 times per week

Most blogs invite comments on the subject matter. Readers feel they are part of the action.



SEO

Search Engine Optimization: “Organic” techniques for improving your web site’s ranking on popular search sites.

Best For:

- Driving traffic to your web site
- Promoting specific products/services

Concerns:

- Takes work to do it right
- Need to decide between different sets of keywords
- Rules are secret and always changing
- What happens when they get to our site?

PPC

Pay-Per-Click: Fee-based advertising that directs visitors to your web site. Usually provided by search sites.

Best For:

- Jump-starting specific keyword campaigns
- Faster and easier than “organic SEO”
- Can target leads at a granular level
- Get traffic from

Concerns:

- Cost and ROI can vary
- Subject to abuse
- “Sponsored Links” don’t carry same weight
- Targeting and keyword selection

FACEBOOK

General online community combining short messages, photos, relationship management, and instant messaging

Best For:

- Catching up with friends & family
- B2C marketing
- Social & business calendar
- Telling everybody you know about your biz

Concerns:

- Personal boundaries—business vs personal
- Privacy...not designed as a “secure” platform
- Need to be especially careful not to SPAM
- Set up a Personal Profile and a Company Page



MYSPACE

General online community combining short messages, photos, music, and instant messaging

Best For:

- Catching up with friends & family
- B2C marketing
- Younger audience
- Entertainment & music
- Telling everybody you know about your biz

Concerns:

- Personal boundaries—business vs personal
- Privacy...not designed as a “secure” platform
- Need to be especially careful not to SPAM
- Not typically considered a “business” resource



YOUTUBE

Video sharing site and community

Best For:

- Posting your own video content
- Embedding videos in your website and other media
- Entertainment/media/performance interests

Concerns:

- Rights: Can't post copyrighted stuff
- Privacy...not designed as a "secure" platform
- Community features not fully developed
- Not typically considered a "business" resource



LINKEDIN

Business-oriented online community focused on short messages, relationship management, and online Q&A

Best For:

Connecting with former colleagues, classmates

Powerful search for people you know (or know someone you know)

Create a personal profile, Link with colleagues & clients, answer questions in forums

Closest to traditional business networking groups

Concerns:

Membership largely professional

Advanced features require pricey upgrades

“Open Networkers” dilute value



YELP!

Local Reviews designed for mobile devices

Best For:

- B2C marketing of local merchants
- Publishing specials and “secret” offers
- Instant feedback on customer service and expectations vs experience

Concerns:

- Handling of poor reviews
- Quality of reviewers and expectations
- Unknown algorithm for review visibility



TWITTER

Most popular Short Message community

140-character text updates called “tweets”

Most are visible to everyone

Users can “follow” other and read all their tweets in real-time

Use @name to reply or call a user’s attention to your tweet

Use #word for search exposure or linking

Bit.ly and other URL shortening services help with web links

Best uses:

Use an advanced client like TweetDeck

Search for keywords of interest to you and your clientele

Follow users with good things to say

Provide helpful hints, tips, and quotes to attract followers

Also provide updates describing things you’re doing to help clients and others...problems you’re solving, etc

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GOOGLE ANALYTICS

Fast, free web site tools

Best For:

Identifying visitors to your website

Tracking user paths through the pages on your site

Evaluating keywords and phrases for SEO

Reporting on performance of PPC etc

Concerns:

Privacy

Information Overload

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GOOGLE LOCAL

Local business listings in Google's database

Best For:

B2C and storefront operations

Ability to list hours, specialties, web site, etc

Most smartphones use g local by default

Concerns:

B2B and home-based businesses

Choose categories carefully

Static like a phonebook entry

DIRECT E-MAIL

Sending e-mails to your contact lists directly from your computer

Best For:

- Sending to small groups of contacts or sub-sets
- Low cost, no setup

Concerns:

- Most e-mail services do not like this
- May be flagged as a SPAMMER
- Limited formatting and management options

BULK E-MAIL

Services like Constant Contact, iContact, VerticalResponse, MailChimp allow you to manage your e-mail list and generate e-newsletters online.

Best For:

- “Push” marketing to people who already know about you
- Maintain top-of-mind status
- Introduce new products and services to friendly audience
- Update with specials, menus, and offers

Concerns:

- Getting people to sign up
- Creating content can take time
- Services cost \$
- Other services offer similar capabilities

Q&A / BREAK

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IN-DEPTH W/GOOGLE TOOLS

AdWords/AdSense: Pay-Per-Click Advertising

Places: Local business listings

Merchant Center: Post inventory in searchable form

Analytics & Webmaster Tools: Insight into who/where/why

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ADSENSE (FREE)!

Get paid to show ads on *your* website

Minimum traffic required to join

Sites are reviewed to meet Google's standards

Not huge money (generally) but hey, it's money!

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ADWORDS (PAID)

- 1. Create a campaign**
- 2. Choose keywords to bid on**
- 3. Compare options, CPA (Cost Per Action) bids, set budget**
- 4. Create links and Ad text**
- 5. Launch campaign, view reports and revise**



PLACES (FREE)!

Add your business listing to Google Maps – most smartphones use this by default

Choose keywords and categories

Post news, similar to Facebook/LinkedIn

Create Google-only printable coupons



MERCHANT SERVICES

(FREE)!

Lists your stuff on shopping.google.com searches

Add product SKU, image, pricing, and description

Sub-set of items may come up in normal google search

Must be updated on a regular basis

Can be updated via text file or automated program

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ANALYTICS & WEBMASTER SERVICES (FREE)!

Detailed reports showing number of visits

Breakdown many different ways

Sources of traffic – links, search words, etc

Overlay of clicks per link on each page

Trending and tracking for all of this

**Note that you DO give Google the right to record and use this
info too!**

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Q&A / BREAK

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E-NEWSLETTERS

Periodic e-mail messages promoting your business.

Must be permission-based/Opt-In

Clear identification of you as sender

Opt-out instructions

Privacy/TOS

Respect opt-out requests

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E-NEWSLETTER BASICS

1. Can start simply with your own e-mail account. Constant Contact & other services allow easy online management without worrying about SPAM
2. Don't SPAM. Get people's permission! Email services are great for this.
3. Don't get caught in SPAM filters. Avoid using all capitals, exclamation points, dollar signs, and words like "FREE," "SAVE," "DISCOUNT," etc in the subject line.
4. Make sure your links are **bold, blue, and underlined.**
5. Always include contact info and opt-out instructions.

E-NEWSLETTER ADVANCED

- 1. Be consistent. Whether it's daily (very difficult), weekly, or monthly, make sure it gets out!**
- 2. Use merge tools to personalize your messages. "Hi, Greg" gets a lot more attention than "Hi there"**
- 3. "Stack" newsletter ideas and work on the next edition in advance.**
- 4. Be consistent. Whether it's daily (very difficult), weekly, or monthly, make sure it gets out!**
- 5. Use custom images to draw and keep your readers' attention.**
- 6. Use quick, descriptive subject lines, like "My Newsletter: 8 Tips for Online Marketing" rather than "My Newsletter #101"**

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E-NEWSLETTER CONTENT IDEAS

- 1. Find interesting people in your industry and interview them.**
- 2. Include an offer in each edition.**
- 3. Share links, data, info, news items...become a resource for your clients!**
- 4. Send press releases, Win-wires, new client notices, community news, and network updates.**
- 5. Think about your customers and prospects: What do *they* want to read?**
- 6. Sign up for your competitor's newsletters. What are they saying?**
- 7. Ask your partners, customers, and vendors for ideas and stories.**

Q&A / BREAK

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FIVE TIPS FOR MANAGING YOUR ONLINE MARKETING

#1: FOCUS YOUR EFFORTS

If you try to become the expert on Facebook, LinkedIn, Twitter, Yelp!, Myspace, Google Local, Google Buzz all at the same time you'll just go crazy. Start with 1-2 services and build from there.

Talk to your current customers and prospects. Find out what services *they* are using.

Review the “Best For” details.

Search out your competition. What services do they use?

FIVE TIPS FOR MANAGING YOUR ONLINE MARKETING #2: LIMIT YOURSELF

Know your goals and expectations. Set a timer to avoid being “sucked in.”

It’s fine to check up on old friends and family during weekends or evenings but don’t kid yourself that you’re doing something business-related.

If you *must* check your profile/feedback/reviews on an ongoing basis, *schedule* time during your day to do so.

Again, don’t ever, ever, *ever* engage a customer in argument, abuse, or hateful contact.

FIVE TIPS FOR MANAGING YOUR ONLINE MARKETING

#3: AUTOMATE YOURSELF

Tools like TwitterFeed can automatically generate tweets, Facebook, and LinkedIn status updates from blog posts.

There are many tools to manage twitter/myspace/facebook/linkedin status updates. I like TweetDeck. Also check Seismic,

You can use “badges” or “widgets” to cross-post between your different identities.

Be careful of too much automation, though.

FIVE TIPS FOR MANAGING YOUR ONLINE MARKETING

#4: BE YOURSELF

No one wants to subject themselves to a constant barrage of advertising and hard-sell tactics.

Provide information that's important to your clientele. Give them a place to interact with other like-minded people. An occasional offer is great.

***SOME industries that offer daily specials would do well to send these on a daily basis**

FIVE TIPS FOR MANAGING YOUR ONLINE MARKETING

#5: BE CONSISTENT

There's no faster way to lose fans, friends, and followers than posting nothing for a week, then posting 6 times in a day.

EVERY comment or criticism posted to a business profile should be answered within a day.

Automation can help, to a point...

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Twitter @gregc00 www.twitter.com/gregc00

AIM, Yahoo messenger: gregcgen

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FINAL

Q&A

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