

Proposals and Strategies for Women Entrepreneurs



Internet Marketing

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June 2016

Contents

| | |
|---|----|
| Introduction: what is Internet Marketing? | 3 |
| Internet Marketing components..... | 4 |
| Content marketing | 5 |
| Social Media Marketing | 6 |
| SEO | 11 |
| Web design | 14 |
| Summary of the module | 18 |
| Exercises..... | 19 |
| References | 20 |

Introduction: what is Internet Marketing?

Internet marketing, or as commonly named, Online Marketing or Digital Marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.

The difference between traditional marketing and online marketing vary, and are listed in detail in the table below.

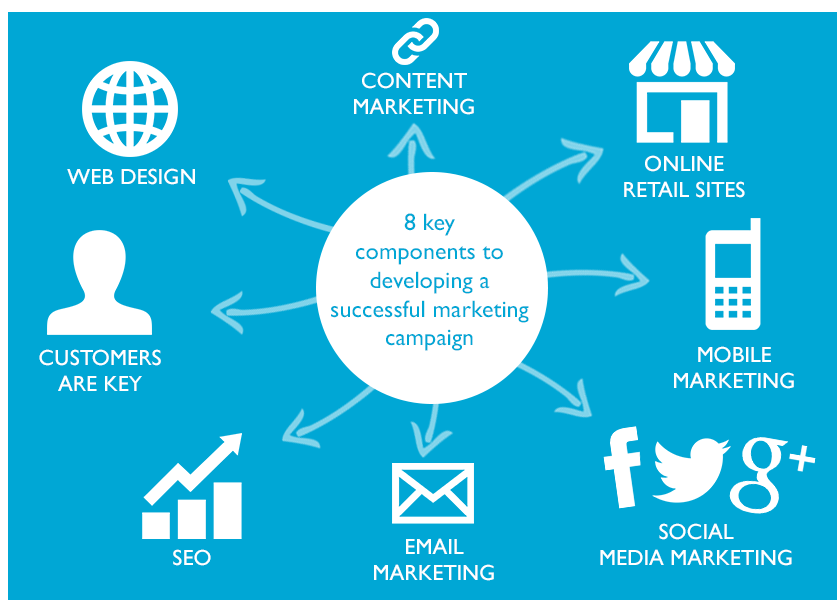
| Traditional Marketing | Internet Marketing |
|--|--|
| It is difficult to measure. You cannot know how many people read your advertise and how many took favorable action upon viewing it. | It is measurable. You can know the number of people who viewed the online advertise, and the number of ones who purchased the product. |
| It is not cost effective. | It is more cost-effective. |
| It is not so good for brand building. | It is fast and efficient for brand building. |
| In some way, it interrupts regular activities of users such as television advertises interrupt the program you are watching, billboards divert focus of the driver, etc. | It is not interrupting. The user can attend online advertises as per his/her convenience and preferences. |
| It may leave users' queries unanswered as printing or narrating complete information about the product or service may not be always feasible. | It can provide maximum information about the product or service, offers, and transactions. |

Taking into consideration that a huge proportion of the target customers nowadays are spending quite a lot of their time online, we can detect the need for online marketing as opposed to the traditional one.

Internet Marketing components

Online marketing might sound simple, but in reality it requires devotion, consistency and a lot of time in order to lead a company to success. For a successful online marketing strategy, the company should clearly define its target clients, its objectives and goals and to have a strong market understanding. Internet marketing is comprised by the following components:

- **Content marketing**
- Online retail sites
- Mobile marketing
- **Social media marketing**
- Email marketing
- **SEO**
- Customers
- **Web design**



We will analyse the four more important ones below.

Content marketing

No matter what industry you have, a trend that has been accelerated these past couple years, and has become the way to market your online presence effectively, is content marketing. It is part of an inbound marketing strategy, which is basically a moth to a flame kind of strategy. In other words, you provide interest and quality content, the flame, and consumers will gravitate towards your business seeking your metaphorical light. The first step is to create content that consumers would want to seek.

This is the part of the strategy that will differ across the industries, however, there are some types of content marketing that you can make work for any industry and are effective for attracting consumers. When trying to brainstorm what kind of content you want to create for your business, put yourself in the shoes of the consumer and think what topics in your industry would interest them? After you figure out what subject you want to cover, the medium you choose to represent your message should come fairly easily.

Content marketing can be found in the following forms:

Blogs

Blogs are web pages created by an individual or a group of individuals. They are updated on a regular basis. You can write blogs for business promotion.

Banners

Banners are long strips of cloth with a slogan or design. They are carried for demonstration, procession, or hung in a public place. There are internet banners in parallel to tangible banners for advertising.

Internet Forums

They are nothing but message boards of online discussion websites, where people posts messages and engage into conversation.

Social Media Marketing

“Social media is not just an activity; it is an investment of valuable time and resources. Surround yourself with people who not just support you and stay with you, but inform your thinking about ways to WOW your online presence.”

SEAN GARDNER

A social media strategy is more than just a Facebook page or Twitter feed. When executed correctly, social media is a powerful customer engagement engine and web traffic driver. The social media landscape has evolved significantly in the last few years, as the internet is the new powerful tool of basically everyone.

As with any marketing strategy, the approach is straightforward:

- Identify the social channels where your target audience hangs out
- Solidify your brand messaging — what information will resonate with an audience with social media?
- Understand with social channels best complement your website’s conversion optimization process. Ultimately, your goal is to create a steady stream of buyers.

Things to consider when performing social media strategy:

Pick the right networks for you

No Facebook? No problem. Develop a social media presence on the networks that align most strongly with your customer base and brand. Don’t feel like you need to drop six figures on a Facebook presence where your customers are already likely to be hanging out.

Remember that social media is, at its heart, a distribution channel. To spread the word about your brand, you absolutely need an audience.

Start with your customers

In order for people to follow you, you need to follow your customers. Pick social networks that align most strongly with where your customers are hanging out already. If you're running a B2B organization, for instance, participation on LinkedIn Discussion Groups is a no-brainer.

If you're running a publishing website, it's mission-critical that you get your act together on Twitter, since audiences consistently tweet and re-tweet through this channel.

An e-commerce site, on the other hand, may see stronger results on Facebook (*that is, unless your customer base is active on Twitter*). It really depends on your customers' preferences, internet browsing, patterns, and demographic. For Woot.com, for instance, it makes sense to run a Twitter feed since the website specializes in daily deals.

Invest in building a community

Online communities add value in the form of exposure and distribution. A portion of your fans and followers are likely to convert. When you invest in building up your social media following, you are investing in distribution.

Focus on building your fan base by asking your audience to become a fan or follower in order to read the rest of your content.

Just like email marketing, it's important to build your following organically. When audiences opt into becoming a fan, they're more likely to engage with your brand on an ongoing basis.

Be respectful when recruiting fans and followers. Some folks just won't want to. Make sure that there's an opportunity to opt-out. Include a "No Thanks" link. You will want to cookie your readers to make sure that after they see the invitation once, they don't again.

This strategy can help you double your social media following — which can easily evolve into 30% to 40% of your overall website traffic.

Time your messaging perfectly

Obviously, a 2AM Facebook post is unlikely to recruit eyeballs. Beyond the obvious, however, it's important to pay attention to the nuances of timing your posts. Use free social media tools from Simply Measured to time your Tweets and status updates just right. Here's what some of the reports look like:



Sync up with great content

Social media and content marketing go hand in hand. When people are browsing their Facebook and Twitter feeds, they're not necessarily in the mood to buy. They want to be social, catch up with friends, connect with family, browse pictures, and relax.

As much as you want to sell, your content shouldn't. The key is to build audience relationships instead. People make laugh. Capture their interest. Be a brand that is also a friend. Share content, not products. Remember that people are emotional and want to be entertained.

Promote content beyond your own. Curate content from the community, and share what's most relevant to your friends and followers. Clarity does a great job exemplifying this concept by curating amazing reads from entrepreneurs and business leaders.

Capture attention with images

People don't want to read chunks of text. They want easy-to-scan, attention-grabbing images. Get creative, and don't afraid to be funny — even if you're a little off base from your brand. Just don't be boring.

Additional tips:

- Choose social channels that align with your audience.
- Don't feel obligated to launch social media profiles that are misaligned with your brand.
- Track results so that you can make optimizations and continuously improve performance.
- Monitor metrics related to virality, engagement, leads and conversions, and costs.
- Shares and re-tweets are extremely valuable because they generate free exposure for your company.
- Encourage users to share your content by implementing (*and testing the placement of*) social sharing widgets.
- Be as visual as you possibly can. People don't like to read giant blocks of text.



- Remember that people on social media aren't necessarily in the mindset to shop. They're looking to connect with friends, sync up with family, browse photos, and discover entertaining media.
- Integrate your social media strategy with your branded content program. Content is a powerful referral traffic driver.
- Listen as much as you broadcast. Use social media to learn about your customer base.

SEO

Search Engine Optimization (SEO) Strategy

Search engine optimization (SEO) is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.

The field has been around since the earliest days of the internet, and the goal has always been the same — to rank as high on search engine results pages (*SERPs*) as possible. As you could imagine, the competition in this space became very cutthroat, as more and more companies realized how important it was to rank for certain keywords.

User experience is everything.

SEO is the practice of improving and promoting a website in order to increase the number of visitors the site receives from search engines. There are many aspects to SEO, from the words on your page to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.

It may sound counterintuitive, but focusing on SEO means more than just analyzing search engine technology.

Search engines are designed to connect people with valuable information — immediately, when they want it. Quality and relevancy are crucial here, and Google's goal is to ensure that the best possible websites are the ones that come out on top. It's why we keep going back to platforms like Google and Bing — because we trust them.

SEO IS KEYWORD DRIVEN

We figured that you already know this, but now is a good time as any to reinforce the following mission-critical detail:

SEO is based entirely on keywords.

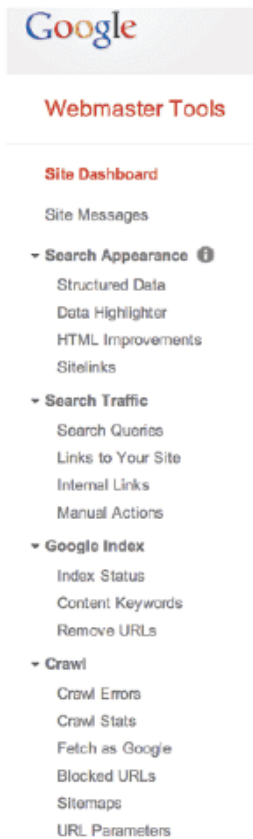
Think about it from a user experience standpoint. The value of search engines is that they allow us to find information based on words, short phrases, or sentences.

WEBMASTER TOOLS

Both Google and Bing have Webmaster Tools platforms. As we mentioned earlier, this is a resource that can help you see how search engines are reading your website. Make accounts with Google and Bing. Keep in mind that Webmaster Tools is necessary for ensuring that your website is indexed in the first place.

WEBMASTER TOOLS WILL HELP YOU:

- Tell search engines to index your website
- Evaluate your internal links
- See the backlinks to the website
- Diagnose and fix problems
- Communicate with the Google Search Quality Team
- See which keywords are driving traffic to your website
- Identify crawl errors that are impacting your ability to show up in search

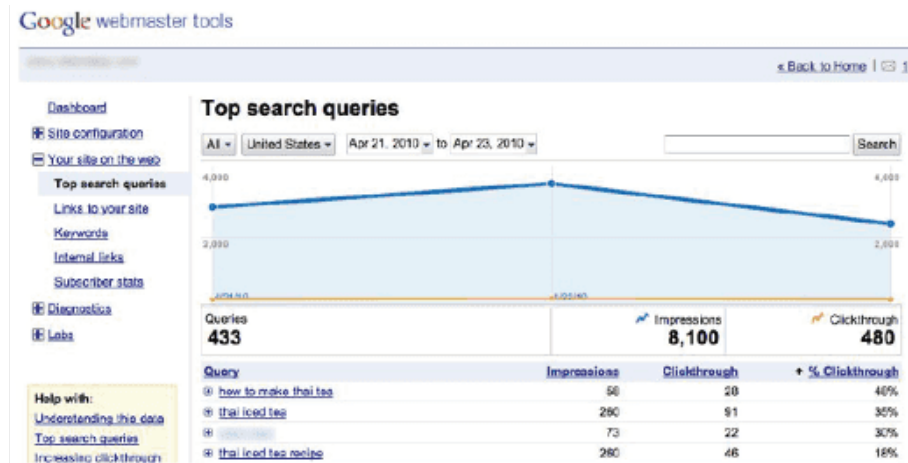


Google

Webmaster Tools

Site Dashboard

- Site Messages
- Search Appearance
 - Structured Data
 - Data Highlighter
 - HTML Improvements
 - Siteinks
- Search Traffic
 - Search Queries
 - Links to Your Site
 - Internal Links
 - Manual Actions
- Google Index
 - Index Status
 - Content Keywords
 - Remove URLs
- Crawl
 - Crawl Errors
 - Crawl Stats
 - Fetch as Google
 - Blocked URLs
 - Sitemaps
 - URL Parameters



Main tips

- SEO and user experience should always be aligned. Resist the temptation to engage in anything that could seem remotely shady. If it seems too good to be true, it probably is.
- Prioritize Bing in addition to Google. The SEO community talks about Google a lot, but Bing still holds significant market share.
- Focus on the technical components of SEO in addition to the strategic components. Think of SEO as a strategy for communicating information to search engines. You're marketing to search engines to tell them that you're delivering the highest quality resources for a certain keyword. Search engines like that.
- Content marketing can do wonders for your company's SEO. Create infographics, blog posts, and guides that will wow your search customers and prospects.
- Driving traffic is only part of the SEO equation. Make sure that you focus on conversion optimization as well.
- Use budgets to regulate your spend. Don't use budgets as a measurement of efficiency. If your paid channel advertising efforts are truly efficient, you won't need a budget.

Web design

One of the most important aspects of online marketing that can be a defining factor in your business is the web design. Web design is a similar process of creation, with the intention of presenting the content on electronic webpages, which the end-users can access through the internet with the help of a web browser. Basically, it is the website of your own company. A business website should have the following:

- It should be user-friendly so as to allow the website visitor to find the information they need quickly and easily.
- It should be designed by a web designer having in mind the purpose of your business (for example, if your business is making birthday cakes for children then the website should be colourful and playful, but if you intend to develop an enterprise for undertaking translations, then it should be more serious with less intense colours), how easily the user can navigate, some basic information that should definitely be included etc.
- In your website, you should define your business' purpose as well as your target audience.
- It should be creative, not boring, to attract recurring visitors.

Some additional tips:

Branding

Branding is important to all businesses, both large and small. The design and placement of your brand's logo contributes to a viewer's overall opinion. Professionally designed logos successfully catch the customer's eye and provide a clear picture of the brand's unique voice. Choose a location on your site that is readily visible to visitors, such as the upper left corner, since this is where the eye naturally begins to scan a website. To further solidify your brand's identity, consider using the same logo on packaging, print advertising, and branded apparel. When a business is consistent with branding, it provides customers with an integrated and memorable brand experience.

Functionality

When thinking about functionality, there are a few matters to consider. Namely, is the website functional in the literal sense? Are there loading issues or broken links? Are the site's security features adequate for your business's needs? In addition to these operational issues, it's crucial to view your website's features from the user's perspective. Are the contact forms, surveys, and customer feedback sections of your site working properly? One or all of these functional issues can prompt a customer to leave your site.

Navigation

If a website is confusing and difficult to navigate, your customers may leave and never return. To increase the efficiency and appeal of your site's navigation, conduct an in-depth site review as if you are a new visitor. Note the navigation streams that make sense and those that do not. One way to improve a visitor's ability to navigate your site easily (and help search engines crawl your site) is to add a site map. Furthermore, streamlining navigation by eliminating unnecessary or underperforming pages may decrease load time while improving the quality of your brand's online presence.



Active Blog

An on-site blog helps keep customers informed about the latest products, company events, and industry-related information. Featuring a blog on your website is a great way to connect with them, especially if your posts encourage readers to interact with your brand. Keeping your blog regularly updated informs customers of your brand's values and desire to promote communication. By regularly providing readers with fresh, helpful, engaging content, your brand becomes a trusted resource and an industry authority.

Integration with Social Media

Integration with social media is no longer a novelty – it's a requirement. As technology makes information sharing more convenient, businesses lacking social media integration fail to take advantage of what has been likened to modern day word-of-mouth advertising. Social media provides a venue in which customers can promote your brand, provide reviews, and stay in-the-know about your company's latest news. Written and visual content, including product images and branded video, are easily distributed on platforms like Facebook, Twitter, Pinterest, and LinkedIn with the addition of social sharing buttons on your website.

Original Content

When designing a website, it is crucial to write high quality, original content that is relevant to your company and products. Everything from the quality of your content to the keywords used affects your site's ranking in search engine results. Keyword research can provide topic ideas and, if used sparingly, will help customers quickly locate the content they're seeking. To increase the appeal, each web page should have no less than 150 words and should include links to credible resources and other pages on your website. More than providing information, the content published on your site should be written to echo your brand's unique voice. Before publishing, use a tool like Copyscape to ensure that it passes duplication standards. Posting duplicate content on

your website will result in steep penalties from Google, including possible removal from search engine results.

Stock Images

Everything found on your website is considered intellectual property and falls under copyright laws. As one of the world's leading suppliers of stock photos, Getty Images regulates the appropriate use of images online. If not posted with permission, images that are copyrighted may result in fines. When incorporating images into your site's content, make sure to receive written permission for use and pay relevant fees, if applicable. There are also sites that offer access to copyright-free images. However, be sure to carefully review terms of use before posting them. For many businesses, the costs associated with the lawful use of images outweigh the immediate benefit of "getting something for nothing."

Summary of the module

This document offers a detailed introduction into Internet Marketing. It analyzes, among others, what it is exactly and why it is useful, its main differences with traditional marketing, and why it has emerged during the last years. In addition, this module explains the four most important Internet Marketing components:

1. Content Marketing
2. Social Media
3. SEO
4. Web design

These four components are the most significant aspects of Internet Marketing and it should be greatly considered when starting to promote a venture through the Internet. Content Marketing is the different content like articles or the maintenance of an active blog in your website, which will help you build a community that trusts you and your product, and it does not necessarily mean that it focuses directly on selling. Social media is a powerful tool of acquisition of customers and audience when used wisely and with persistence. Some basic concepts of social media are explained in this module, and how to effectively use them to gain followers and to build up a community. SEO is the part of Online Marketing which helps you measure your audience and website visitors, but it also helps you gain some with the right selection of words. Finally, web design is also a definitive factor in your quest for success! Consider it like your “image” to the outside world, where people can virtually visit you and re-visit you hopefully. For this reason, you should remember to create a website that attracts the users and makes it easy for them to locate the right information.

Exercises

Choose the right answer.

What is the main reason Internet Marketing has developed in such an extent?

- a. it is easier to advertise through the internet
- b. it is more effective
- c. the world nowadays works with the Internet so you have a bigger target market

Why should you use content marketing?

- a) to be more active online as a company
- b) to build a community through your articles/content
- c) to sell your product more easily

What's the most important thing to remember in Social Media?

- a) to be consistent and active
- b) you choose the right Social Media platform according to your type of business
- c) all of the above

Your business website should definitely be...

- a) user-friendly
- b) colourful
- c) simple

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