DIGITAL MARKETING

OVERVIEW

Search engine optimization (SEO) which is a part of the broader topic of Search Engine Marketing (SEM), refers to techniques that help your website rank higher in organic (or "natural") search results, thus making your website more visible to people who are looking for your product or service via search engines.

So, why is it important for your business website to be listed on search engines? On Google alone, there are over billion searches conducted every second. Think about that. Every second that your website is not indexed on Google, you are potentially missing out on hundreds, if not thousands of opportunities for someone to visit your website, read your content, and potentially buy your product or service. Practicing SEO basics, as well as more advanced techniques after those, can drastically improve your website's ability to rank in the search engines and get found by your potential customers.

KEY APPROACH

- Business Research and Analysis
- Website Analysis
- Keyword Research and Analysis
- Competitor Research and Analysis
- Content Optimization
- On-page Activities
- Sitemap Submission
- RSS feed inclusion

- Search Engine Submission
- Directory Submission
- Social Book Marking
- Press Release Submission
- Article Submission
- Assessment & Monitoring
- SERP Report

BUSINESS BENEFITS

- **Cost-effective Customer Acquisition:** There is no payment to the search engines for being indexed. This is important for high volume, low intent phrases which can be expensive in paid-search (e.g. 'car insurance')

- **Fixed Costs:** The cost of SEO is relatively fixed, independent of click volume. Effectively, the cost per click from SEO declines through time after initial optimisation costs and lower ongoing optimization costs. Conversely, paid-search is essentially a variable cost

- **Brand Visibility:** Think about that search on 'car insurance'. The big insurance companies are all desperate to make it onto the first page of Google. The ones that didn't make it either need to buy PPC ads to be seen, which is expensive for such a competitive search query

- **Customer Acquisition** - Targeted Prospects: Search is demand-driven, so anybody referred from a search engine is hoping that your web page matches their search query. If it does, and you show them all the information they need to see, they may well become your next customer

- **Focus on Web Standards / Accessibility:** Designing a website for search is an exercise in designing a best practice website. Search engine crawlers notice errors in your code, so valid code is a must for SEO

- **Repeat Business:** Customers referred from search engines tend to stick around for longer. Increase customer lifetime revenues via SEO!

- **Focus on Unique Content:** We are big believers in quality content. Original content. Google loves it too. And so do many SEO experts – the general advice these days is to create subject-specific content on your website, and to categorise and label that content in a way that will deliver a boost to your keyword strategy

- **Credibility / Brand Perception:** "Why aren't you in Google for 'car insurance'"? Consumers expect big brand businesses to be prominently placed in Google, so what is the effect if you aren't on the first page or two?

- **Findability:** Search engines allow you to find relevant web pages even if you only remember snippets of information. A song lyric, a company name, a product review, a person…

SOCIAL MEDIA MARKETING

OVERVIEW

Social Media Marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media

Social Media Marketing is all about building relationships. But more importantly, it is about building a community made up of relationships with the right people – your target audience. Moreover, the real value in Social Media comes from solidifying relationships with those members of your target audience who have the most reach and influence.

KEY APPROACH

- Defining the goal
- Selecting the target audience
- Developing the right message
- Selecting the right channel
- Set-up, design and develop the channel

- Building a community
- Content Distribution Strategy
- Engaging and monitoring the audience
- Measuring Performance
- Rinse & Repeat

BUSINESS BENEFITS

Establish a Brand and Raise Awareness: Since the majority of the population is already visiting social media sites like Facebook, Twitter and YouTube, getting your brand name all over those networks can help let people know that you're around

Spy on the Competition: Follow your competitors on Twitter and Facebook and you'll be able to see what they have up their sleeve

Pitch Products in a More Human, Interactive Way: Since people visit social media sites to get personal rather than be bombarded with ads, discuss your business in a fun way and engage your customers with questions

Bring Attention to Your Products: Featuring a product on a social media site is one of the fastest ways to bring attention to it. Offer a promotion along with it for your online community members and watch your sales skyrocket

Increase Customer Loyalty And Trust: Speaking to your customers in a personal way will make them feel like they are talking to a friend, not a company

Listen to Your Customer's Opinion: Social media sites are an awesome way to see what your target audience is saying about your company or your products

Conduct Market Research: Listen to what your customers say about your products and track what links they click on and you'll begin to see what your customers like and respond to

Strengthen Customer Service: Social media networks allow your company to answer your customers' questions and concerns directly in a timely manner

Free Job Portal: Jobs are posted every minute on social networks like LinkedIn and Twitter along with the links or information you need to apply for them

Establish Yourself as an Expert: Social networks allow you to get your name out to the world and talk about things that matter to you

Share Information with Like-Minded Customer: Connect with other professionals in your field to share information

Reach Mobile: Many active social media users are constantly plugged in via their smartphones. It is ideal to reach them with your message when they are on the go

OVERVIEW

(Pay Per Click) is one of the most revolutionary forms of advertising in history. When used correctly, it's possible to dominate an online market and generate an excellent Return on Investment (ROI). It is advertising is an advertising system where the advertiser only pays for each click on their advert. While it is most often used as an advertising system offered by search engines, such as Google and Yahoo!, it can also be used for banner advertising (where the advertiser pays for clicks on the advert as opposed to impressions).

PPC advertising revolutionized the online advertising industry, and today, advertising generates 99% of Google's revenue. Google's revenue for the quarter ended March 31, 2012 was $10.65 billion! And that figure continues to increase.

KEY APPROACH

- Business Objectives
- Keyword Research
- Adcampaigns and Adgroups
- Match Type
- Syndication Strategy

- Ad Copy
- Bid Strategy
- Quality Score
- Analytics and Conversion
- Restrategize and Repeat

BUSINESS BENEFITS

- **Geo-Targeting:** online advertising has the ability to target markets by country, province or city, and can even drill them down to something as specific as their business requirement

- **Immediate Search Visibility:** If your company does not have strong search engine visibility, pay per click marketing is the fastest and easiest way to show up on the search engines

- **Reduce Costs:** From proven keyword expansion and bid management techniques to ad testing and landing page optimization, SEO Inc utilizes best of breed technology to support human expertise and deliver traffic and new customers at the most cost effective points available

- **Maximize ROAS (Return on Ad Spend):** Working closely with their clients, our professional PPC Marketers perform extensive PPC ad testing and conversion analysis. This enables us to get more clicks for the advertising dollar and to deliver the highest quality traffic

- **Increase Depth of Keyword Targeting:** If you have a smaller website but want to target a large amount of keywords, you will need to use PPC advertising

- **Reinforce Branding:** Supplement already strong search engine rankings with PPC and you control more of the search engine results pages (SERP's) for searches on your branded keyword phrases

- **Remarketing:** Every marketer knows that the more a potential customer is exposed to your brand and messaging over time, the more likely they will become a customer. Remarketing allows you to show ads to users who've previously visited your website as they browse the Web

- **Testing Capabilities:** Pay per click marketing offers a tremendous opportunity for marketers to test new ideas whether it is testing a marketing message prior to a new product launch, experimenting with offers or price points, or just improving an existing PPC campaign

- **Real-time "Trackability" and "Monitoring" :** PPC campaign stays as effective and efficient as possible by tracking keyword and phrase successes (and losses), which ads bring in the most traffic (and which are duds), conversion rates and more

- **Local to Global Exposure:** One of the best PPC benefits is the ability to choose where your ads are served by geography. If you are large or small and want to grow, PPC allows you to target new geographic or demographic markets

Link Building

Link Building is the process by which you get incoming links to a website. A Link Building campaign is initiated to get incoming links to a website from other websites. The whole purpose behind link building or link development is to improve the link popularity of a website, or to improve the number of incoming links to a website.

Link popularity has gained a lot of importance as it plays a very important role in the way Search Engines rank websites. Every website needs incoming links to increase its prominence on the Search Engines. The more popular a website is, the more users and traffic will come to it.

Milestones

- Project Analysis
- Keyword Research and Analysis
- Research and Capture Links Database - Industry Specific
- Deep Linking
- Quality Link Development
- Report and Monitoring

Business Benefits

Quality Traffic: Link building helps in getting quality traffic from relevant sites which increases sales

Positive ROI: Link Building is a long term, strategically marketing investment and solution that will bring you one of the highest Returns On Investment compared to other marketing options

Brand Awareness: The importance for any company's long term success is to ensure a broad awareness of its brand. The larger the web presence, the larger percent of consumer trust

Highly Targeted Traffic: SEO can provide laser precision targeting of traffic to your site. Ensuring possible customer, clients and leads are finding your product or service

Non-Stop Marketing: Consider the costs of having just one marketing consultant promoting your site online 24 hours a day! Now that would be expensive! Link Building resolves this issue for you, as it never stops, nor sleeps

Low Cost: Comparatively you will spend much less than other marketing venues, with a greater return on investment. Unlike PPC (pay per click) advertising, Link Building does not stop the minute you stop paying

A Website That Works: So many businesses build websites and either assume traffic will come to them, or because it's what everyone else is doing and is the trend, both are wrong!

Higher Return on Investment: Increasing organic traffic coming to your site. Achieving prominence within the organic listings

Develop a Good Reputation: Managing your online reputation is important and it's a crucial part of internet marketing. A good internet marketing company should be using link building to help you develop a good reputation on the web

Build Relationships: One of the main benefits of link building happens to be the ability to build relationships. Many people think of spammed link building, which is not the best way to build links

Keyword targeting: Internet users enter keywords in the search engines to find information. Targeting your specific keyword in the text of your one way link (known as anchor text) will increase your search engine visibility

Gain authority status: As you receive more backlinks, you attract more visitors. Over time your site will become known as the "go to" site for information on your topic. If your site appears on the first page of the search engine results' pages, people will find it naturally when searching on your targeted keyword or business name

Long Term Visibility: Long term visibility for your brand and website

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MILESTONES

- Campaign Setup
- Organize your account for maximum effectiveness
- Create straight forward Targeted Ads
- Identify your advertising goals
- Increase quality score
- Maintenance and Optimization
- Choose relevant keywords and placements
- Identify weak components of your quality score
- Optimize your website for conversions

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Blog marketing

Blog marketing is any process that publicises or advertises a website, business, brand or service via the medium of blogs. This includes, but is not limited to marketing via ads placed on blogs, recommendations and reviews by the blogger, promotion via entries on third party blogs and cross-syndication of information across multiple blogs.

Having a blog is a powerful tool to market your business online. It's a way to provide value and information to your customers in a simple, straightforward format. But blogs can be hard work and it is easy to get off track. Here are a few tips for launching a blog that is an effective business tool.

Blogging is a very popular activity. The number of online users creating and maintaining blogs has increased dramatically over the past year. The number Internet users who read these blogs has also shot up, with some blogs boasting thousands, even millions of daily dedicated readers.

Milestones

- Business Blog Strategy Consultation
- Design, Installation and Integration
- Customize Blog look and feel templates
- Keyword Research
- Optimize the Blog

- Business Blog Management
- Blog Analytics and Monitoring
- Blog Posting
- Blog Optimization, Marketing and Promotion

Business Benefits

- **Giving your site a fresh feel:** Consumers like to see a website that seems regularly updated. It reinforces the opinion that you're open for business, not a scammer

- **Giving you a search engine optimization boost:** Search engines also love a fresh website, and you can use the blog to target very narrow and specific keywords that bring in those paying customers looking for your services.

- **Show your customers behind-the-scenes personality:** People like doing business with people they know, right? Give them the opportunity to get to know you so they couldn't think of doing business with anybody else

- **Zero Price Based Marketing:** Blogging is a low-cost alternative to having a web presence, For small business owners without the time to learn web html or the money to hire a designer/developer, blogging offers an inexpensive method to get your company's name out on the Internet

- **Build Community:** Business blogs provide your small business with a chance to share your expertise and knowledge with a larger audience. An opportunity to connect with a wider audience and build a community is a strong benefit for consultants and knowledge workers

- **Better Communications:** Blogging provides several communication benefits

- **Easy Web Publishing Solution:** Blog software is easy to use. Simply write your thoughts, link to resources, and publish to your blog, all at the push of a few buttons. Blog software companies such as TypePad or Blogger.com offer easy blogging tools to get started

- **Attracting prospects:** eveloping new business opportunities. You'll attract better, more qualified employees as they'll see you as a "forward thinking" and "social" organization.

- **Develop your niche or "shtick" with each and every post:** which ultimately leads to greater focus, clarity, and company vision

- **Brand Building:** A blog is a great way to get your brand in front of thousands of people who otherwise would never know you existed

OVERVIEW

Email Marketing is the newest and most controversial method for sending self-promotion information to your current and prospective clients. As important a tool as it can be, it can also add to the flood of spam your clients are receiving. Let's look at how it can work for you!

First, email marketing combines the unique features of design flexibility, lower production costs, quicker turnaround, testing different offers, showing new work, sharing information important to your clients and driving traffic to your web site.

Second, don't underestimate the power of relationship building in email marketing for your creative services. Lots of people prefer follow-up and even first contact to be an email. It is personal and impersonal at the same time… quite the hybrid marketing tool! Email will not take the place of stamp mail or phone calls but it is another avenue, another chance to generate and maintain interest in your services.

MILESTONES

- Planning Email Campaign
- Collecting target group data
- Setting up the database
- Defining the emailing concept
- Producing the contents
- Emailing set-up

- Email blast
- Avoid Spam
- Production Criteria
- Increasing Responses
- Design Criteria
- Evaluate Results

BUSINESS BENEFITS

- **E-mail is Inexpensive:** E-mail is far less expensive on a cost-per-contact basis than other advertising options, such as banner ads, print advertising and telemarketing

- **E-mail Creates Quick Response Cycles:** E-mail cuts response times down from as much as six to eight weeks for direct mail to as little as 48 hours in most cases

- **E-mail Marketing Campaign Results are Measurable:** Campaign sales as well as open-up and click-through rates can be easily measured. By being able to quantify the success of campaigns while in progress, you can adjust your strategies to improve results

- **E-mail Has a Wide Reach:** E-mail is part of many people's daily routine. It is a medium with an exceptionally large audience and allows recipients to immediately act on messages

- **E-mail Drives Web site Traffic:** E-mail is an effective way of driving traffic to your Web site. Using links embedded in your messages, customers can quickly be directed to your site

- **E-mail Builds Brand Awareness and Customer Relations:** Regularly delivered E-mail messages with proper subject lines and logos reinforce company and product awareness. E-mail creates an interactive connection and nurtures quality customer relations

- **E-mail Can Be Highly Customized:** Using customer databases, campaigns can be customized with specific customer data. Database integration also allows targeted mailings to specific recipient groups (for example by ZIP Code, gender or income). For further information on just how deeply you can target your potential audience, please view our list of selects

- **E-mail is Easy to Implement and Requires Limited Resources:** E-mail campaigns can be quickly implemented and executed with only minimal software, hardware and personnel investments

- **User Engagement:** Exponentially Better Ability to Track Sales and User Engagement

Local Business Listing

Local listings are online directories of businesses that serve a specific geographical region, such as a city or county. Local listings help prospective customers find what they need in their area, so if you serve a particular locale, you`ll want to make sure your business is listed. Local Business Listings are usually those listings that appear at the top of Search Engine results and supply Search Engine users with results within their locality. These listings are especially attractive as they are more likely to generate business for your organization due to the accessibility of your business and the proximity of the results.

Local Business Listings are yet another strategy to help get you the coveted traffic you require and position your website attractively to the most relevant Search Engine users interested in your website. Most local listings and city guides group businesses by category and display each business`s name, contact information, and optional details like web site, opening hours, payment methods accepted, and more.

Submitting your local business to a local business directory has become very important since more and more internet users are now searching for products and services online and not making use of their telephone directories anymore. A good directory listing must contain the physical address of the business, contact numbers and the website URL if permitted in order to increase exposure of the business. This will enable directory users to find useful information from your listing to facilitate a contact with your business, without requiring additional information.

Milestones

- Category
- Business Communication
- Products and Services
- Select Free Classified Listing
- Appropriate Images

- Phone Contact Details
- Neighboring Landmarks
- Other Facilities
- Direct Involvement

Business Benefits

- **Filtered and Customized Results:** Local SEO allows results to be filtered and customized in accordance with the reception of a particular group of audience

- **Geo targeting Audiences:** Geo targeting becomes easy in Local Business Listing. Hence it is more efficient in driving geo targeted traffic

- **Reach millions of internet users, quickly and for free:** More people search for businesses online than anywhere else, so it's important to make sure your local business listing can be easily found on Google.com and Google Maps. With Google Places, creating a great listing takes just a few minutes and doesn't cost a thing

- **Edit your listing and speak for yourself:** Your business probably already shows up on Google, but you should still verify your listing and make sure its details are accurate and thorough. Your improvements will start appearing soon after you verify them through Google Places. Also, you can add notifications

- **Premium options, all for free:** Make your listing really shine with photos and videos; custom categories like your service area, brands you sell and how to find parking; and coupons to encourage customers to make a first-time or repeat purchase

- **Live Links :** A good local business directory will give you a live link to your website

- **Provides Exposure:** This means more customers. People will not buy your products or use your services if they don't know who you are. It's that simple. Your business directory listing will contain important business information that customers are interested in

- **Free monthly traffic reports:** Tracing the number of visitors and monitoring becomes easy with the local business listing and it costs nothing to get this activity done