

# Online Marketing Basics

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# Agenda

- **General website information**
- **The pulse of online marketing**
- **Online marketing opportunities**
- **Integrating your campaigns**
- **Q & A**

# What makes a good website?

- **Clean professional layout**
- **Simple /easy to use UI and navigation**
- **Great copy that has the right tone and voice**
- **Limited use of Flash and other plug-ins**
- **Continuity with other marketing materials**
- **It accomplishes the business's goal**
- **CMS (content management system) integrated**

# The Future of Online

- **Web 2.0 - the idea that the reciprocity between the user and the provider is what's emphasized. In other words, genuine interactivity, simply because people can upload as well as download**
- **Network as a platform – delivering applications through a browser**
- **Users own the data and exercise control over it – IE the Wikipedia model**
- **An architecture of participation that encourages users to add value as they use it**
- **A rich, interactive, user-friendly interface**
- **Social-networking**
- **Mobile Applications**
- **Cloud Computing**

- **AJAX - A scripting technique for silently loading new data from the server**
- **JavaScript – an older technology seeing a new life in presentation**
- **Silverlight - a cross-browser, cross-platform plug-in for delivering the next generation of media experiences and rich interactive applications (RIAs) for the Web**
- **Adobe Flash - a popular method for adding animation and interactivity to web pages**
- **XML, XSLT & XHTML – General purpose markup languages, allowing universal sharing of data regardless of platform or server type**
- **Push Technology - a way of allowing a server to send a message to the client when an event occurs, without the client having to ask for it**

# Search Engine Optimization

- **Avoid building a site completely in Flash**
- **Avoid “intro” or “splash pages”**
- **Create visual elements using CSS as apposed to lots of images**
- **Use “alt text” on all buttons, images, etc.**
- **Create appropriate Meta Data – keywords, description, etc.**
- **Write site copy which incorporates meta information**
- **Create a global sitemap**
- **Register your site with all the major search engines – Google, Yahoo, MSN, etc.**

# Domain Purchasing and Web Hosting

- **Think of the shortest, most appropriate domain name for your business**
- **Stick with “.com”, “.net” or “.org” as much as possible**
- **If you find a domain name that works for you – SECURE IT and park it until you are ready to use it**
- **Find a hosting company that provides ample space for a reasonable price – hosting prices can start for as little as \$9.95 a month and up**
- **Find a host that will support your development platform –.NET, Cold Fusion, JSP, PHP, etc.**

# The pulse of online marketing

Reading Newspaper – 1.5 hours  
Reading Magazines – 3 hours  
Reading Books – 3 hours



Listening to the Radio – 5 hours



Watching TV – 10 hours  
Going Online – 10 hours



- **Consumer behaviors are changing**
  - **People now spend as much time online as watching TV – 10 hours each**
- **Company marketing budgets are shifting**
- **Search is the second most popular online activity, behind email**

# Online Marketing – Banner ads

- Great way to promote a product or event
- Can be targeted to specific audiences
- Banner ads can allow for two way communication
- Technology and sizes can vary
  - Floating ads & Expandable ads
  - Traditional sizes
    - 728x90, 120x600, 350x350 & 90x90



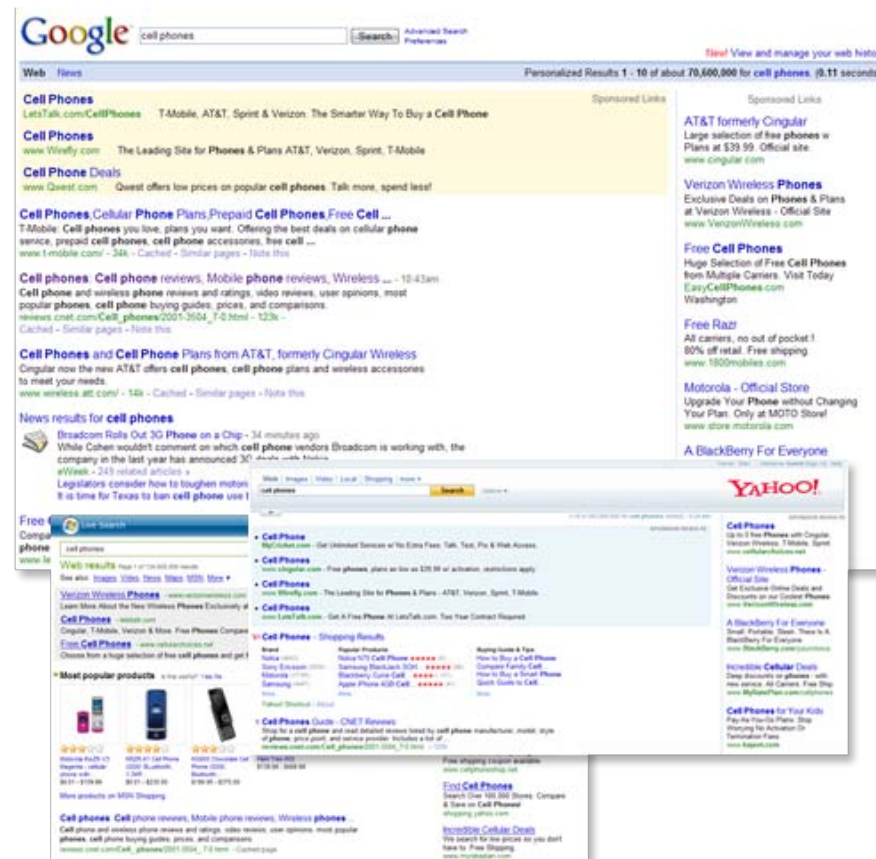
# Online Marketing – Micro sites & Landing pages

- Small focused pages or sites
- Effective at promoting specific products, events or features
- Can follow the same look and feel or be branded for specific events or time of year
- Effectiveness can be increased by combining with other forms of promotion
  - Print campaigns
  - Banner ad campaigns
  - Email campaigns



# Online Marketing – Search Marketing

- Great way to promote a product, event or site
- Can be targeted to specific audiences, regions or demographics
- Pay per click & daily limits help control media budgets
- Combine with other on & off line campaigns for maximum results
- Track Google campaigns through Google Analytic account



# Online Marketing – Email Marketing

- Email marketing campaigns
  - Simple text emails
  - HTML emails
- Integrated campaigns with Micro site or Landing pages for maximum results
- Cost efficient communication
- Fully track able



# Online Marketing – Non Traditional

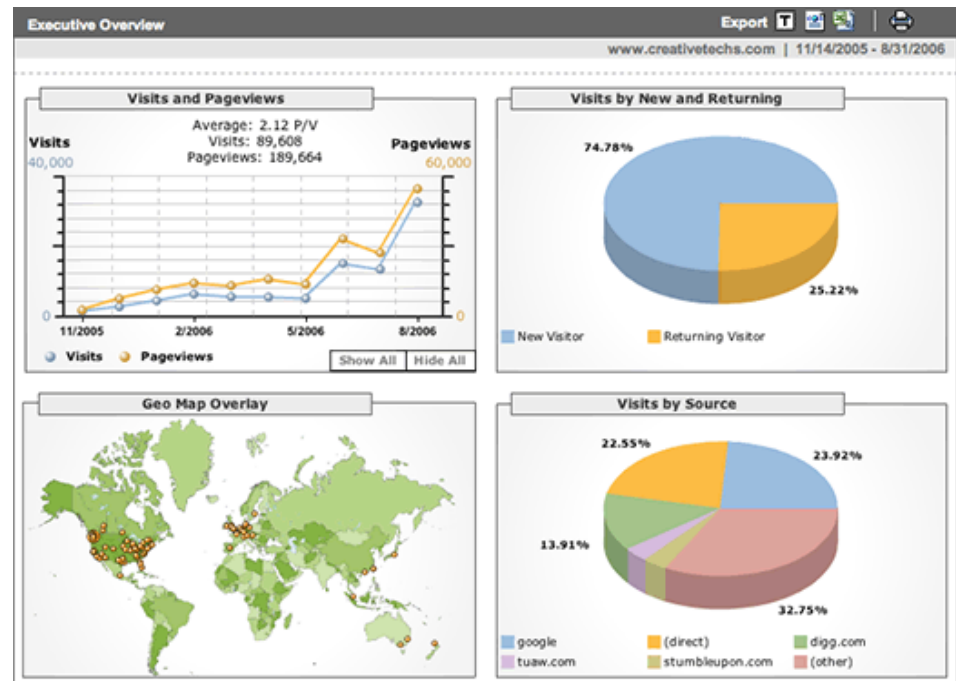


- Blogs
  - Blogger, Word Press, Typepad
- Social Networking
  - Facebook, Twitter, Linked In
  - Social Video
    - You Tube, Vimeo
- Social Bookmarking
  - Stumble Upon, Delicious, Digg
  - Delicious
  - Digg
- RSS Feeds
- Podcasts

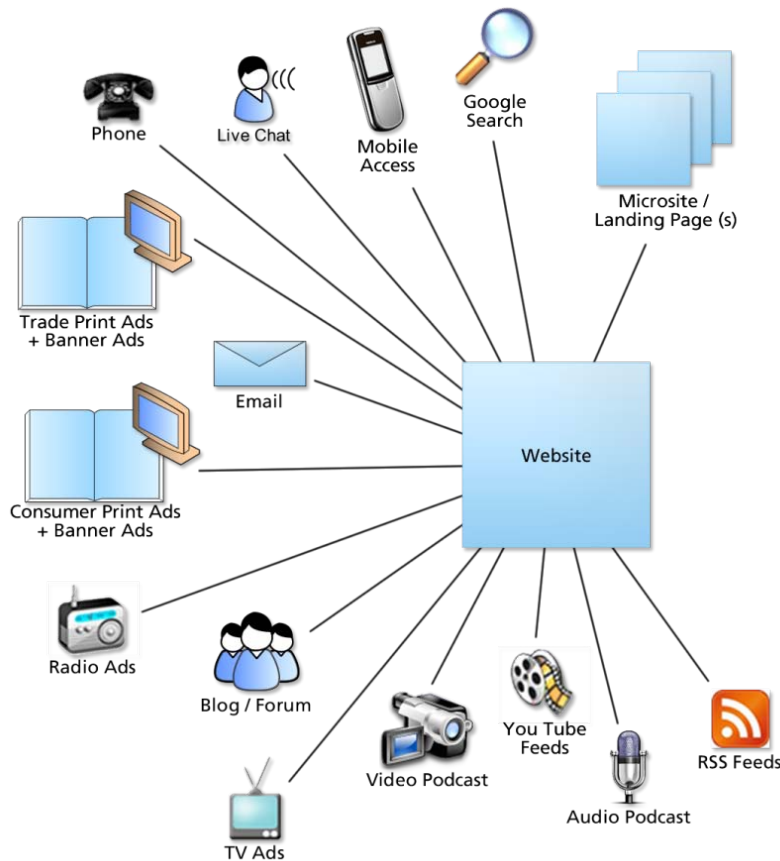
# Tracking Your Marketing

## Track site traffic patterns

- Number of visitors
- Traffic patterns
- Referring sites
- Popularity of pages / Sections
- Effectiveness of campaigns / micro sites / landing pages
- Monitor all information over time



# Integrating Your Campaigns



- **Increase effectiveness by combining on and off line campaigns**
- **Create a push-pull effect with on and off line campaigns**
- **Maintain continuity among campaigns**
- **Always include URL in ALL mediums**
- **Think outside the box**
- **Consider doing campaign tests**

# Resources

- Domain registration - [www.Godaddy.com](http://www.Godaddy.com), [www.bulkregister.com](http://www.bulkregister.com)
- Web hosting - [www.bluehost.com](http://www.bluehost.com)
- Email serving - [www.mailchimp.com](http://www.mailchimp.com)
- Pod casting - [www.apple.com](http://www.apple.com), [www/podcastalley.com](http://www/podcastalley.com)
- Blogging - [www.blogger.com](http://www.blogger.com), [www.wordpress.com](http://www.wordpress.com), [www.moveabletype.com](http://www.moveabletype.com)
- Social networking - [www.twitter.com](http://www.twitter.com), [www.facebook.com](http://www.facebook.com), [www.linkedin.com](http://www.linkedin.com)
- Survey Building – [www.surveymonkey.com](http://www.surveymonkey.com)
- Social Video - [www.youtube.com](http://www.youtube.com), [www.vimeo.com](http://www.vimeo.com)
- Social Bookmarking – [www.digg.com](http://www.digg.com), [www.stumbleupon.com](http://www.stumbleupon.com), [www.delicious.com](http://www.delicious.com)
- Site statistics - [www.googleanalytics.com](http://www.googleanalytics.com)
- Twitter Handbook – [www.dimediamarketing.com/twitterHandbook.pdf](http://www.dimediamarketing.com/twitterHandbook.pdf)

# Q & A

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