



Internet Marketing

**Email, Social Media and Search in the Overall
Marketing Mix**

Louise Rijk
Vice-President of Marketing & Sales
Advanced Media Productions, Inc.

Overview

- Internet Marketing
- Email Marketing
- Social Marketing
- Web Site Development
- Online Display Advertising
- Affiliate Marketing
- New Marketing Toolkit
- Web Site Conversion
- Landing Page Optimization
- Internet Marketing Strategy and Planning
- Cross Channel Marketing Integration

What is Internet Marketing?

- **Strategies and Tactics Applied on the Internet to Support an Organization's Overall Online Marketing Objectives**
- **Goals May Include:**
 - Driving targeted traffic to a Web site and converting visitors to customers at the highest rate
 - Customer retention
 - Establishing brand-awareness

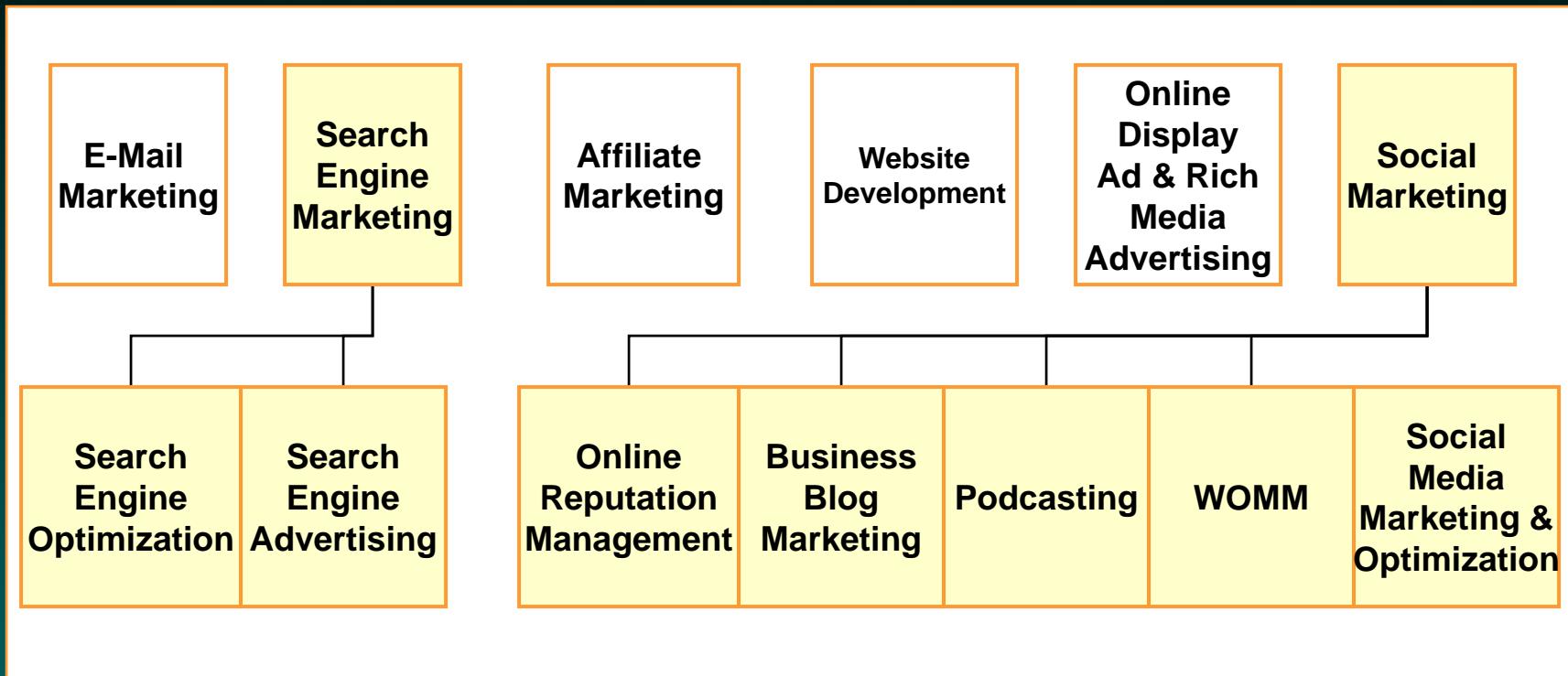
Internet Marketing Trends

- **Internet Marketing Revenue is Growing Faster than the Overall Advertising Market**
 - Online advertising spending growth worldwide – 2006: 30 billion 2010: 60 billion || Source: Jeffries & Co., March 2007
- **Slowed Growth in Direct Mail & Telemarketing**
 - (Do-Not-Call Lists)
- **35% of Small Businesses in the U.S. Advertise Online**
- **Overall Trend: Transition From Traditional Advertising**
 - More Measurable Online Advertising Tactics
 - Changing Consumer Content Consumption Patterns

Internet Marketing Benefits

- **Accurate Campaign Reporting and ROI Tracking = Accountability**
- **Allows for Frequent Testing and Quick Updates of New Online Promotions**
- **Better Targeting & Segmenting Than Traditional Media**
 - Tracks online user behaviors
 - Gathers geographic user information
- **Relatively Inexpensive Way to Generate New Business and Build Brand Awareness**
 - Average customer acquisition cost - Search Advertising: \$7-\$10; Printed Yellow Pages: \$15-\$25; Direct Mail: \$60-\$80

Components of Internet Marketing



Permission-Based Email Marketing

- **Promotion of Products and Services via Email**
- **Variety of Formats: Text Messages, Graphics-based Ads and Newsletters, Rich Media (Multi-Media ads)**
- **Self-Service or Full Service Email Programs Include:**
 - List building
 - Creative design
 - Message delivery
 - Campaign results tracking
 - List management

Permission-Based Email Marketing

- Precision Targeting Through Email List Segmentation
- Retargeting Through Analytics Integration
- Builds, Retains and Strengthens Customer Relationships
- Builds Brand-awareness
- Campaign Results Tracking through Website Analytics
 - Open Rate, Click-through Rate, New Subscribers, Subscribers Opt-out
- Retargeting Visitors Who Did Not Buy With Targeted Offers
- Lower Cost and More Flexible Than Direct Mail

What is Social Media?

- **Online tools and platforms that people use to share opinions, insights, experiences and perspectives with each other and can be used to build a community around**
- **Social Media is built on generated content that can take many forms: text, images, audio and video**
- **Popular social mediums include: blogs, message boards, podcasts, vlogs**
- **Social network sites include: Myspace, Facebook, Friendster, Linked-In (Business)**
- **Social media tools and platforms are websites where you can place and spread your marketing message**

Social Media Sites

Blog Search Engines

- Technorati

Shared Bookmarks

- Del.icio.us
- Furl
- Shadow
- Diigo

Social News Web Sites

- Digg
- Reddit
- Newsvine

Collaborative Content Aggregators

- Wikipedia (text)
- Flickr (photos)
- YouTube (video)
- PodcastAlley (podcasts)
- iPodder.org (podcasts)

Social Media Optimization

- **Increase web site linkability: Linkbaiting**
 - Create content on your web site that cauess someone to link to you – funny, controversial, informative (Tip lists, How To's), creative (calculator tools)
- **Facilitate easy tagging and bookmarking**
 - Make tagging easier by including a list of relevant tags and through “Add to” buttons (e.g. Del.icio.us)
- **Reward inbound links**
 - Reward blogs that link to you through a (manual) return link and trackbacks (automatic return link)

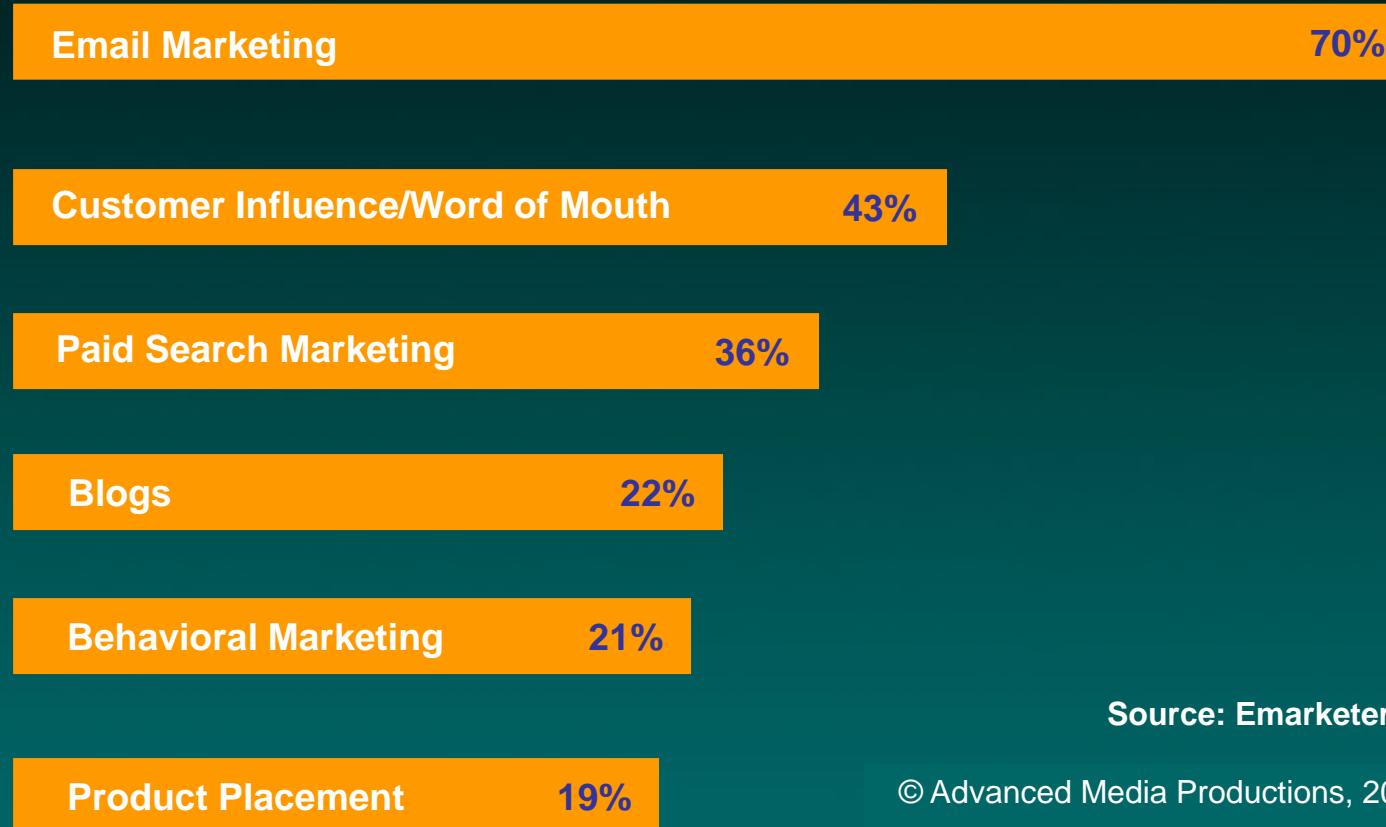
Online WOMM and Social Media Marketing

<u>Online WOMM Characteristics</u>	<u>Social Media Marketing Characteristics</u>
Relies primarily on “influencers” to spread the word	Spreads by itself through the social web and relies on passing messages along from person to person. Not always relevant to the brand Usually generates a short traffic spike
Requires excellent product or service “influencers” can be excited and talk about. Generate brand-awareness and sustained web site traffic Engages customers long term through the product life cycle	Message needs to be cool, outrageous or provide exceptional value to attract attention and be passed along
Online and Offline	Online Only

Social Media Marketing & WOMM

Why Bother?

- **Tactics US Marketing Executives Use or Plan to Use in 2007**



Source: Emarketer

Social Media Marketing

Putting it all Together

Marketers

Marketers Inform Through Educational Marketing

- Online Press Releases
- Business Blogs
- Podcasts
- RSS Feeds
- Brand/Product Websites
- Social Networking Website

Marketers Promote Through Online Advertising

- Paid Search
- Display Advertising
- Contextual Advertising
- In-Game Advertising

Marketers Monitor, Engage Influence, On-Line Buzz

- Blog Postings/Comments
- Online Forum Postings

Marketers Promote Through CRM/Company Feedback

- High Quality, Customer-centric service
- Customer Discussion Board
- Commitment to High Quality Products and Service

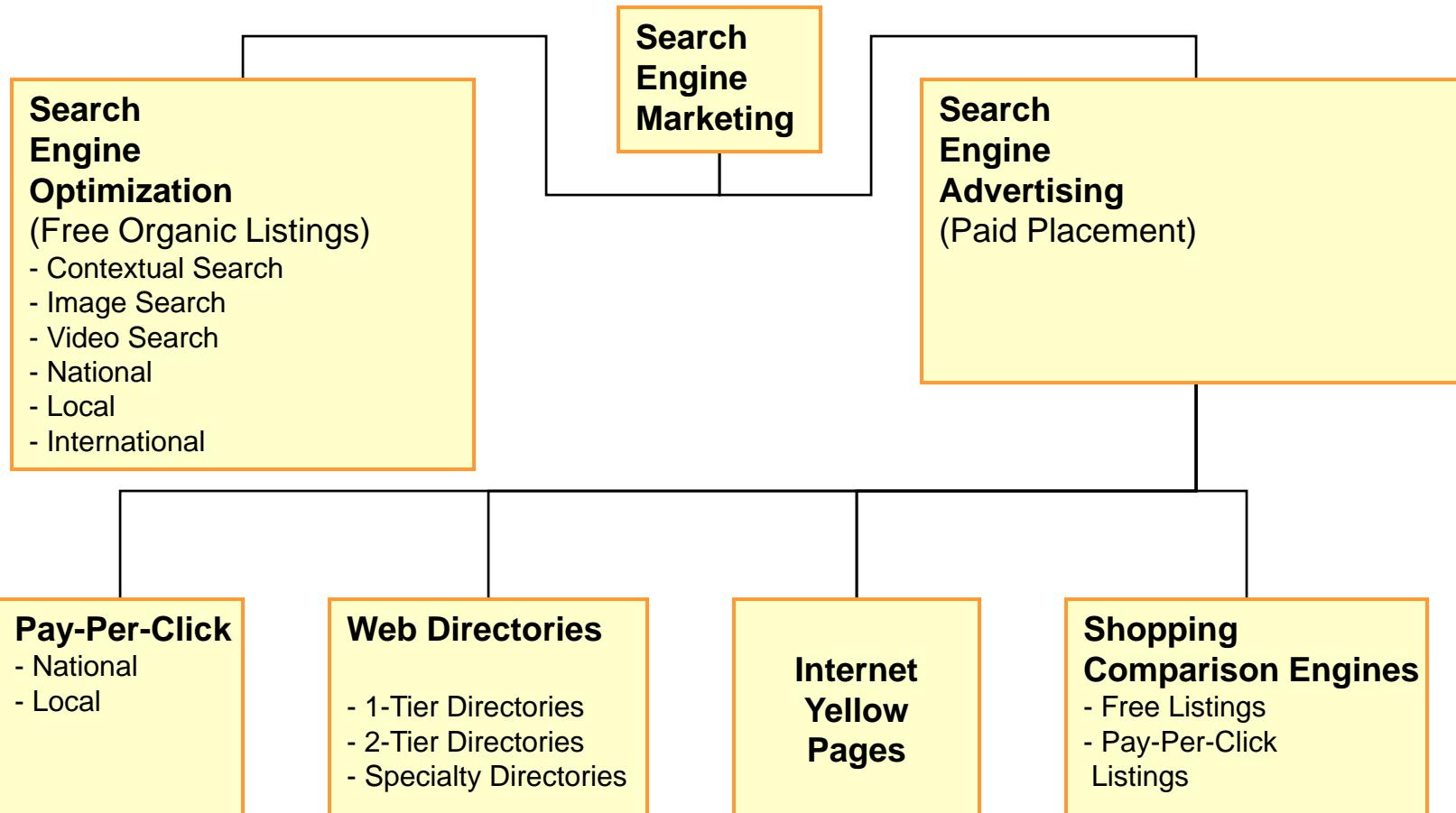
Social Media Marketing

Consumers/Evangelists - CGM

Consumers Create Buzz (Negative and Positive) and "Evangelize through CGM"

- User Review Postings (Ecommerce Websites, User Review/Rating Sites, Social Directories)
- Podcasting
- Blogs
- Online Forums/Message Board Postings
- Online Feedback/Complain Site Postings

Components of Search Engine Marketing



Web Site Development

- Web Site Types

- Ecommerce, Promotion Information, Entertainment, Customer Service

- Web Site Platforms

- Template-based Off-The-Self Hosted Suites
- Integrated Suites from Single-Source Provider
- Open Core Technology Platforms

Web Site Development

- Key Factors for Building Successful Web Sites
 - Content and Messaging
 - Usability – Navigation, Site Search and Information Architecture
 - Visual Design
 - User Engagement and Relationship Building
 - Confidence Building Capability
 - Customer Communications and Feedback
 - Web Site Conversion Optimization

Online Display Ad & Rich Media Advertising

- **Placement of Text Ad Links, Banner Ads, Expandable Banners, Rich Media, Video Ads,**
- **Various Targeting Options: Contextual, Behavioral, Geographical**
- **Flexible Price Models (CPM, CPA, CPC)**
- **Extensive Reach Through Vertical Web Portals, Ad Networks, Ad Exchanges and CPA Networks with Thousands of Web Sites**
- **Placement Mechanisms: Direct Buys or Direct Ad Placement Through Ad Networks, Ad Exchanges or CPA Networks**
- **Generates Targeted Sales, Leads and/or Builds Brand Awareness**

Display Ad & Rich Media Advertising – Display Ads

Mommy Biz Matchmaker
The Home Business Resource for Moms

Home

January Newsletter

Free Work at Home Match Tool

Mom of the Month

WAHM Message Board and Forum

Can you make money with surveys?

Home Business Directory

Home Job Resources

Home Employment Directory

Free Work at Home Classifieds

State by State WAHM Directory

Articles for Moms

WAHM Lead Co-ops

Individuals who choose to put their family first, but still contribute to the household income.

Become a Work at Home Mom or WAHM today!
Use our [Free Home Business Match Tool](#) and free resources here at [MommyBizMatchmaker](#) to help you achieve your dream of working in your own home business!

Display Ads

Sign up for our  FREE Email Newsletter

Google™

Web www.Mommybizmatchmaker.com

Featured Home Business

The income is great and the outcome even better!

**Member BBB
Paid DAILY Benefits**

Other Featured Sites

CLICK HERE!

WORK FROM HOME

Affiliate Marketing

- **Affiliates are Web Sites That Send Traffic to an Another Web Site (Merchant) for a Commission Fee**
- **Affiliate Marketing Programs can Generate Between 10 - 20 Percent of a Web Site's Online Sales**
- **Affiliate Marketing Programs can be Managed In-house or Through an Affiliate Network Provider**
- **Affiliate Marketing Program Management Typically Includes:**
 - Affiliate performance tracking and compensation
 - Affiliate commission payments
 - Affiliate account management
 - Affiliate advertising
 - Affiliate recruitment and enrollment

Affiliate Marketing

How It Works

Affiliate Web Site



①

Visitor views site
containing Affiliate
Marketing

Affiliate Network Provider/ Tracking Program



②

Visitor clicks on link
button or banner

Merchant Web Site Landing Page



③

Tracking Program records:
- Click-throughs
- Sales/Lead form submission

The New Marketing Tool Kit

Traditional Marketing Tool Kit

<u>Channels</u>	<u>Tactics</u>
- TV/Cable	- Coupons
- Radio	- Customer Promos
- Magazines	- Tradeshows Promos
- Newspapers	- Sales Force
- Outdoor	<u>Metrics</u>
- Direct Mail	- Reach
- Tradeshows	- Frequency
- Cold Calling	- Business leads/
- Networking	- Prospects

Internet Marketing Tool Kit

<u>Channels</u>	<u>Technology/Tactics</u>
- Website	- Personalization
- Online Ads	- Search
- Email	- Site Merchandising
- Blogs	- CRM System
- Interactive TV	- Web Analytics
- Podcasting	- Brand Reputation/
- RSS Feeds	- Monitoring
- Mobile Ads	- Content Syndication
- Viral WOMM	
- Social Media	<u>Metrics</u>
	- Conversion Rates
	- Cost Per Acquisition

Factors That Affect Web Site Conversion

Message – Landing Page Compatibility

Unqualified Traffic – Keywords and Ad Text, Email Message

- **Wrong Keywords** – (e.g., keywords that attract bargain hunters while selling upscale merchandise)
- **Incompatible Ad Text** – Copy that does not extend the message to the landing page
- **Out-of-Area visitors** – Geographical area of local business not communicated in ad text/email message

Brand Confidence

- **Low level of customer confidence in a brand or manufacturer(s) name**

Factors That Affect Web Site Conversion – Cont'd

Site Content and Messaging

- Unique selling proposition(s) not communicated correctly
- Insufficient product and shipping information available to close the sale
- Landing pages do not communicate the relevant benefits of products and services and persuade the Call To Action
- No up- and cross-sell opportunities
- No after-sales support communicated

Factors That Affect Web Site Conversion – Cont'd

Site Structure and Navigation

- Site design, information architecture and technology (Flash) confuse or disorient the visitor
- No site search on large sites
- Lack of alternate navigation (site map, bread crumb trail)

Confidence – Trust and Credibility

- No Security and privacy statement
- Lack of professional design - cluttered, low contrast, small text, low quality images, inconsistent layout and typography
- No physical address on the Web site

Web Site Conversion - Ineffective Landing Page

WEEKLY AD STORE LOCATOR HELP RESEARCH CENTER CONTACT US

Thousands of Possibilities! GET YOURS

SEARCH Entire Site FOR GO

COMPUTERS MUSIC, MOVIES, GAMES & TOYS ELECTRONICS CAMERAS & CAMCORDERS HOME & APPLIANCES PHONES & COMMUNICATIONS OFFICE PRODUCTS

En español >>

THIS WEEK

- [This Week's Specials](#)
- [Free Shipping Events](#)
- [Weekly Ad](#)
- [Hot Deals Wednesday](#)
- [Outlet Store](#)
- [Gift Ideas](#)
- [Privacy Reminder](#)

Computers >>

[Desktops](#) [Notebooks](#) [Printers](#) [Software](#) [Accessories](#) [See all](#)

Music, Movies & Games >>

[Movies](#) [Music](#) [Video Games](#) [Toys](#) [See all](#)

Electronics >>

[Televisions](#) [DVD Players](#) [MP3 Players](#)

Get What You Really Want!  **Redeem your holiday Gift Cards online or in store. [Find out how >>](#)**

Big Game Gear Up

FREE TV STAND WITH SELECT TVs
Online only. [SHOP TVs](#)

SAVE ON HOME AUDIO [EXPAND OFFER](#)

SAVE UP TO \$200 INSTANTLY plus free shipping on select notebooks. Online only. [Shop >>](#)

10% OFF SELECT DIGITAL CAMERAS camcorders and accessories. Online only. [Shop >>](#)

SAVE UP TO \$30 ON SELECT MP3 PLAYERS [Shop >>](#)

Find the perfect gift Great ideas for any occasion. [ALL GIFT IDEAS >>](#)

Thousands of Possibilities! GET YOURS

BEST BUY

Welcome. Please [create an account](#) or [Sign in](#).

Your Cart Contains 0 items Subtotal: \$0.00 [View Cart](#) | [Checkout](#)

[Your Account](#) [Best Buy Credit](#) [Order Status](#) [Wish List](#) [Gift Cards](#)

NO INTEREST FINANCING [Apply and Buy Today](#)

ONLY BEST BUY OFFERS In-Store Pickup for music, movies and video games*

[Learn more >>](#)

Web Site Conversion - Ineffective Landing Page

WAL-MART®
ALWAYS LOW PRICES. *Always.*

[Your Account](#) | [Cart](#) | [Track Order](#) | [Help](#)
[Registry](#) | [Wish List](#) | [Gift Cards](#)

[Click here](#) to sign in or create new account

[Electronics](#) [Movies](#) [Music](#) [Books](#) [Toys](#) [Baby](#) [Jewelry](#) [Sports & Fitness](#) [See All](#)
[For the Home](#) [Garden & Patio](#) [Photo Center](#) [Video Games](#) [Apparel](#) [Gifts & Flowers](#) [Pharmacy](#) [In Stores Now](#)

 [Search](#) [Entire Site](#) [for:](#) [Find!](#)

Did you know you can use your **Wal-Mart Gift Card** online?!

Welcome

Toys
• [Kids' Electronics](#)
• [Dolls & Stuffed Toys](#)
• [Shop by Age](#)
[More...](#)

Video Games
• [PlayStation2](#)
• [Xbox](#)
[More...](#)

Electronics
• [Digital Cameras](#)
• [MP3 Players](#)
• [Portable DVD Players](#)
[More...](#)

For the Home
• [Furniture & Decor](#)
• [Appliances & Housewares](#)
[More...](#)

Gifts & Flowers
• [Gift Cards](#)
• [Gift Baskets](#)
• [Fragrances](#)

 **FIT FOR YOU**
Right Equipment, Right Price

Ellipticals
from **\$94.46**

Home Gyms
from **\$99.96**

Ab Equipment
from **\$19.96**

Exercise Bikes
from **\$88.88**

Active Apparel
from **\$8.93**

MP3 Players
from **\$59.87**



[★ See all exercise and fitness items](#)

In Stores Now 

Wal-Mart stores are stocked with the latest products and fun, info-packed events.

- [New in Stores](#)
- [Free Samples](#)
- [Wal-Mart Events](#)

Find a Wal-Mart near you.
Enter ZIP code:

[Find](#)

Music Downloads 

88¢ Music Downloads
Download, burn and listen to your favorite songs.



Web Site Conversion – Effective Landing Page

Top Picks from Bose

BOSE®



The Bose® Wave® music system

A bold new standard in audio performance from a tabletop system as elegant as it is easy to use. The Bose Wave® music system may well become the primary music system in your home.

Receive your choice of a free *Menus and Music* gift set after clicking to order. [See details.](#)

\$499

[As low as \\$41.58 per month ▶](#)

[Click here to order](#)

▼ US only

QuietComfort® 2
headphones



\$299

Purchase today and receive a free

Acoustic Wave® system
with 5-CD changer



\$1,228

Save \$150* (Regularly \$1,378)

SoundDock™
digital music system



\$299

Purchase a SoundDock

3-2-1 GS Series II DVD
home entertainment system



\$1,199

Save \$100* (Regularly \$1,299)

Specialized Landing Page (PPC)

ERGO-PEDIC™
Pressure Relieving Sleep System

LOGIN | MY ACCOUNT |  VIEW CART | CHECKOUT

ABOUT ERGO-PEDIC | SHIPPING INFO | HOW TO ORDER | CUSTOMER SERVICE

CALL A SLEEP CONSULTANT TOLL-FREE: 1-877-4 MY ERGO

PRODUCT SEARCH **GO**

SHOP NOW!

- ADJUSTABLE BEDS
- FOUNDATIONS
- MATTRESS SETS
- MATTRESSES
- PILLOWS
- SLEEP ACCESSORIES

Product Catalog

ERGO NECK CRADLE MEMORY FOAM PILLOW



List Price: \$150.00
Our Price: \$99.00

Quantity:

Add To Cart

Large "Add to Cart" (Red arrow pointing to the "Add To Cart" button)

Leading the advance in sleep technology, doctors and chiropractors agree that the **ERGO Neck Cradle** memory foam pillow is in a class by itself. Enclosed with the hypoallergenic Softtex Lyocell German-made Pillow Cover, the **Ergo Neck Cradle** memory foam pillow is made of Ionic Memory Foam with increased memory capacity. This doctor-recommended memory foam pillow cradles your neck and shoulders for pressure free support. Perfect for the back and side sleeper, this memory foam pillow is, tossing and turning, and pinched nerves in the **Ergo Neck Cradle** may be the **ade**.

Product name and major keyword in description (Red arrow pointing to the product name and keyword in the description)

Web Site Conversions – Web Site Home Page

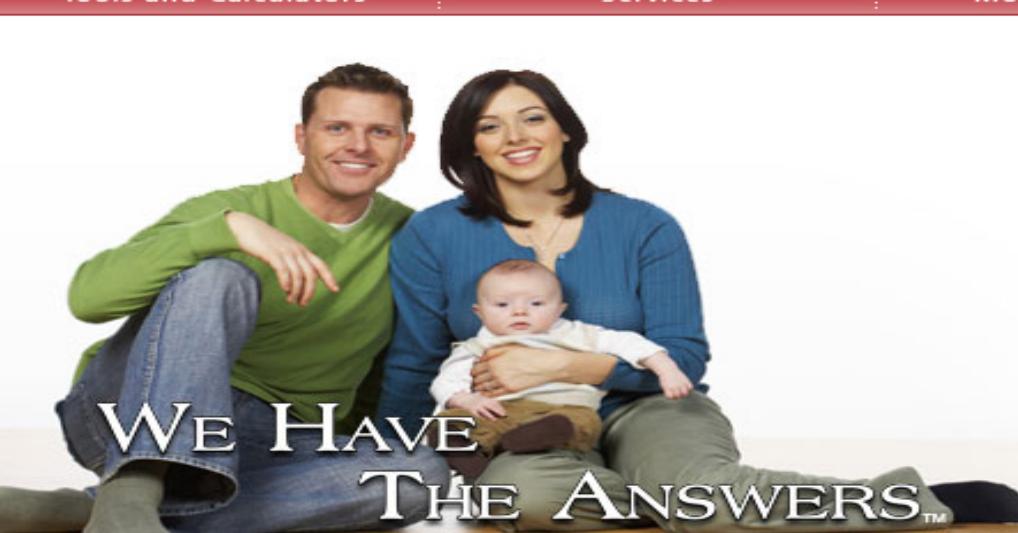
MYBEST MORTGAGE.COM

[Apply Online](#) [Returning Users](#) [Check Your Loan Status](#) [Testimonials](#)

[Home](#) [About MyBestMortgage.com](#) [Media](#)

1-888-676-8045

[Tools and Calculators](#) [Services](#) [Mortgage Advice](#) [Contact Us](#)



WE HAVE THE ANSWERS™

Trusted Advice on Mortgage Questions Since 1999

MyBestMortgage.com Helps You Choose the Right Mortgage with:

- Knowledgeable, courteous customer service representatives to walk you through the home mortgage loan process
- An easy way to find [how much](#) you will qualify for

Looking For the Best Mortgage Rates in California?

MyBestMortgage.com has the best mortgage rates in California.

Use our [online tools](#) to get up to the minute info on our best mortgage rates in California or anywhere in the United States.

Get Pre-Approved Online [click here >>](#)

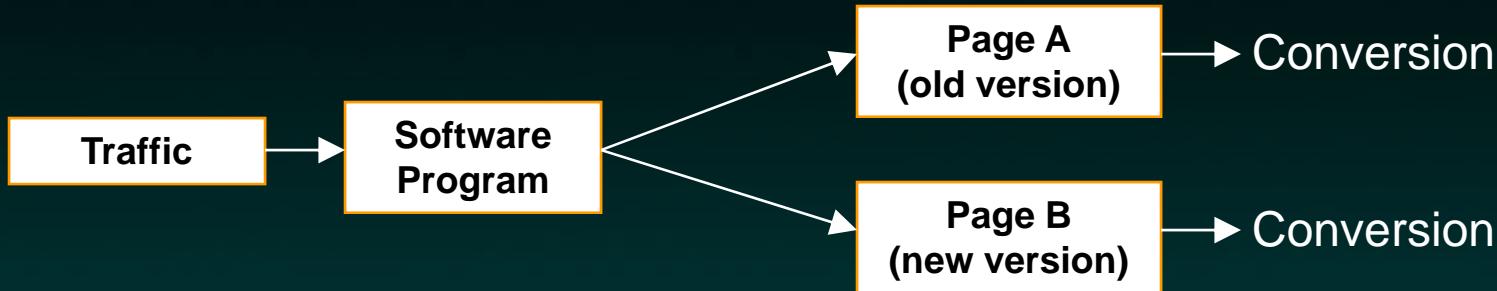
Get Today's Rates [click here >>](#)

Questions About Which Loan is Right for You?

Call us today at **1-888-676-8045** or visit our [Mortgage Advice Section](#) for information on the process of obtaining a home mortgage loan, what to ask a lender before applying for your first mortgage, definitions of many common mortgage terms and much more...

Landing Page Optimization

Web-Based A/B Split Testing



- Tweaking landing pages for higher conversion
- Test impact of page layout changes, headlines, Call-To-Action placement, bonus gifts, coupons, guarantees
- Track visitors and report impact of the A or B page version

Internet Marketing Plan - Outline

- **Measurable Goals and Objectives**
- **Market Analysis**
 - Target audience
 - Target market size and characteristics
 - Current position (strategy and online visibility)
 - Competitive analysis
 - Online opportunity
- **Determine Media Mix**
- **Internet Marketing Budget**
- **Integration With Offline Marketing**
- **Initial Implementation Plan, Cost, and ROI Projections**

Cross Channel Marketing Integration

Offline

Print Publication Advertising

- Magazines
- Newspapers
- Other

Marketing Collateral

- Brochures

TV/Radio

- 30 Second Spots

Direct Mail

- Postcards
- Direct mail pieces

Trade Shows

- Regional and national Trade show appearances

Offline Marketing

Cross Channel Message Consistency

Cross-channel Identity/Visual Appearance Consistency

Branding, Direct Response Marketing and Customer Retention

Cross Channel Event Timing (Marketing Calendar)



Online Marketing

Online Internet Marketing

Search Marketing

- Paid Search PPC
- Contextual PPC
- Organic search
- Shopping Comparison

Email Marketing

- Bi-monthly newsletter
- Promotion Offers

Display Ad & Rich Media Advertising

- Banner ad placement
- Video Advertising

Social Marketing

- Blogging
- Podcasting
- Reputation Management
- WOMM, SMM, SMO

Affiliate Marketing

- In-house
- Affiliate Networks



Thank You

Louise Rijk
Vice President, Sales & Marketing
888-755-5151 x17
or
louise@advmediaproductions.com