



Successful Internet Marketing & Social Media Marketing An Introduction

4 Web Marketing Perspectives

Google & The Dicing of Everything

 Get Google's Perspective



Markets are Conversations

 Get Outside Perspective



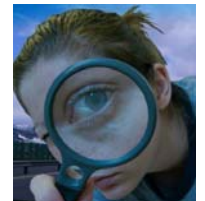
Visitors are unique

 Match his/her perspective



Analytics Rule

 Get Inside Perspective



The 3 “Bees” of Successful Internet Marketing

❖ Be Found (SEO & PPC)

❖ Be Convincing

❖ Be Analytical

Lather, rinse, repeat...

Be Found - Are You There?

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[www.Datatel-Systems.com](#) How To Generate More Sales Leads Free Exclusive Guide - Download

B2B Marketing
[www.B2BMarketingEssentials.com](#) B2B Marketing Tips, Tools, Advice, Strategies and Seminars.

B2b Marketing
Free B2B White Papers
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[www.globalspec.com](#)

Business to Business Marketing Magazine | B2B Marketing
Where the B2B marketing community comes together to share ideas and knowledge of business-to-business marketing issues.
[www.b2bm.biz/](#) - 38k - [Cached](#) - [Similar pages](#)

Business-to-business - Wikipedia, the free encyclopedia
The purpose of B2B marketing communications is to support the marketer's sales effort ...
B2B marketing is generally considered to be more complex than B2C ...
[en.wikipedia.org/wiki/Business-to-business_electronic_commerce](#) - 33k - [Cached](#) - [Similar pages](#)

B2B Marketing Trends
B2B Marketing Trends is a marketing content site giving B2B marketing executives and other professionals insight into what is and is not working in ...
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B2B Guerra Marketing
Eliminate Cold Calls & Ad Waste
Don't Sell Harder - Market Smarter
[www.PerryMarshall.com](#)

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Experiential Marketing
Attract Clients & New Prospects
Free: Cure for the Common Cold Call
[www.NurtureInstitute.com](#)

CMA B2B Conference: Canadian Marketing Association
The objective of the 2008 CMA B2B Marketing Conference is to showcase innovative and relevant concepts in the B2B marketing arena. ...
[www.the-cma.org/b2bconference/](#) - 14k - [Cached](#) - [Similar pages](#)

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Research | B2B Search Engine Marketing | SEO and PPC Management ...

Marketing That's Pointed
Highly Targeted, Highly Effective

PPC

SEO

What Google Cares About:
Profitability = Relevance

The Overriding Goal of the Search Engines

❖ Relevance & Importance

- ❖ For every search,
- ❖ Deliver in the SERPs (Search Engine Results Pages) the most relevant & important result that most closely matches what the searcher is looking for.
- ❖ Organic results &
- ❖ Paid (PPC) results
- ❖ Search Engine Optimization: Ensure that your site is relevant & important for the searches that your audience performs.
= Be Found

How Google Determines 'Organic' Ranking

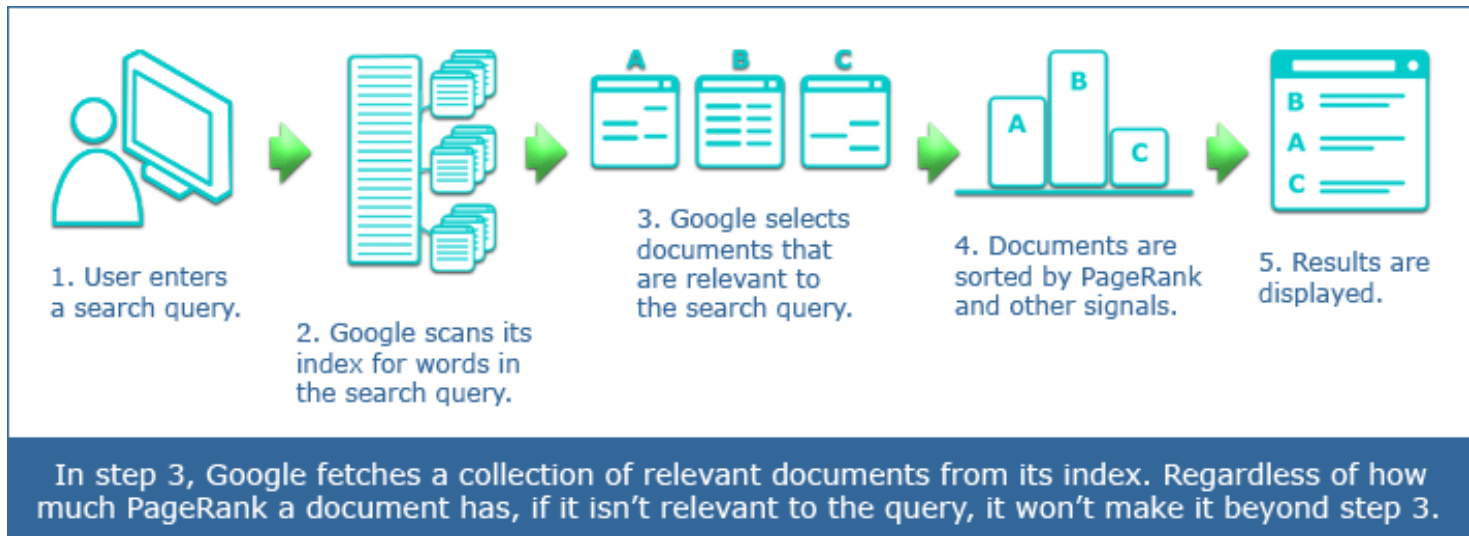
On-Page Factors: Relevance

- Keywords (NOT keyword meta-tags)
- Visible Text (not graphics or Flash)
- Page <Title>
- Document Structure
 - <H1,2,3>, Alt-Text,...
- Site Crawlability...

Off-Page Factors: Importance

- Links pointing back to your individual pages
- Quality, Relevance, Content, Quantity
- THIS IS WHERE SOCIAL MEDIA SHINE

How Google Determines 'Organic' Ranking

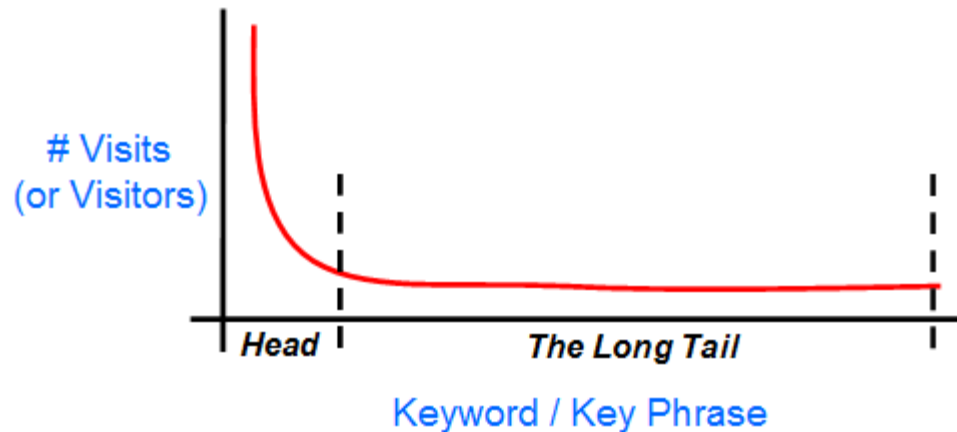


SEO – Some On-Page Tips

- Map 2-3 keywords per page



- <Title> & Meta Description: Sell the click
- Don't forget PDFs
- 80/20 rule – The Long Tail



Where to Place Keyword Phrases

- ❖ Page Title

- ❖ Main Body Copy

 - ❖ Smooth flow

- ❖ Headlines & Bullets

- ❖ Call-to-Action Links

 - ❖ Avoid the click here syndrome

- ❖ Meta Description

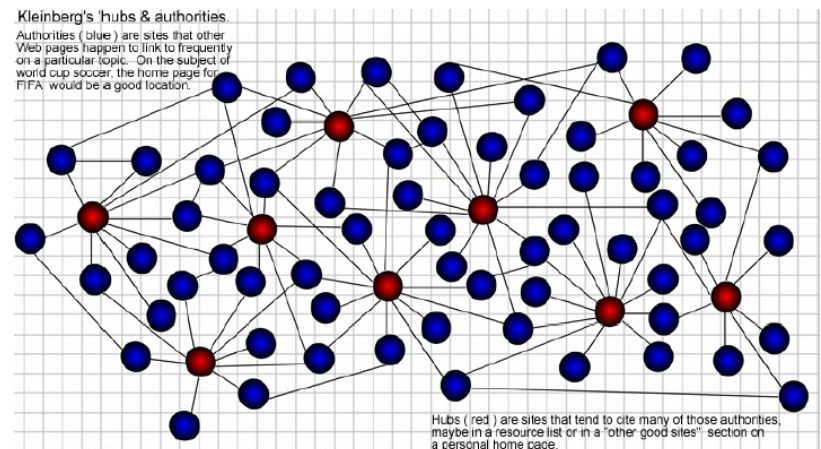
 - ❖ Often shown in the SERPs

The Importance of the <title>

- ❖ Well-written, unique title paired with strong content helps position in SERPs
- ❖ 50-75 characters in length
- ❖ Lead with the important keyword
 - ❖ Not always the company name
- ❖ Compelling titles invite clicks by search engine users
- ❖ By comparison, keyword meta tag is all but useless.
 - ❖ Possibly for misspellings...

SEO – Off-Page Tips

- ⚡ Keyword-rich links
- ⚡ From highly relevant sites
- ⚡ No sense in buying low quality links
- ⚡ No point in blatant link exchanges
- ⚡ Public relations: Optimize & distribute press releases
- ⚡ Blogs & social media an excellent source for incoming links



How Social Media Fit In

- ❖ Social media: organizations having conversations with their customers
- ❖ Also: customers, prospects, influencers, having conversations with each other
- ❖ Participating in and monitoring these conversations is critical
- ❖ Voice of Customer more important than ever
- ❖ An important source of links

Blogs can deliver “Google Juice”

Blogs = Link building ‘machines’

Web [Images](#) [Maps](#) [News](#) [Video](#) [Gmail](#) [more](#) ▼

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Search ☒ the web ☐ pages from Canada

Web Results 1 - 100 about 3,580 linking to **kaushik.net** 0.73 sec

[Google Analytics Blog: November 2006](#) ★
Google Apps for Your Domain. Monday, November 27, 2006. Every now and then we will share updates from other Googlers about the products they're working on ...
[analytics.blogspot.com/2006_11_01_analytics_archive.html](#) - 32k - [Cached](#) - [Similar pages](#)

[Google Analytics Blog: June 2006](#) ★
Tip: Goals without e-commerce. Friday, June 30, 2006. We recently posted about what a visit is worth and the importance of setting goals in determining a ...
[analytics.blogspot.com/2006_06_01_analytics_archive.html](#) - 29k - [Cached](#) - [Similar pages](#)

[Official Google Blog: New: Google Finance China, new Finance homepage](#) ★
24 Apr 2008 ... skip to main | skip to sidebar. The Official Google Blog - Insights from Googlers into our products, technology and the Google ...
[aooalebloa.blogspot.com/2008/04/new-aooale-finance-china-new-finance.html](#) - 77k - 3 hours

It's not just the links that count...

❖ “Automatic SEO”

- ❖ Search Engines Love Blogs
- ❖ “Automatic” optimization of URLs, Page Titles etc.
- ❖ Automatic alerting of the search engines (pinging mechanisms)

❖ Community – a.k.a. the “Echo Chamber”

- ❖ Once you've built a great blog, it produces great results for *anything* you write about.

Voice 2.0

(cross-posted from [Simply Relevant: Voice 2.0: A Manifesto for the Future](#))

We're witnessing the beginnings of a titanic clash between the internet and the telecommunications industry. My hope is that the evolution of Voice into a full blow internet application — the birth of Voice 2.0 is the next step from where we are today. [Vonage](#), [Packet8](#), and the cable offerings, are the VoIP foundation. Voice 2.0 — true VoIP — is the Web.

It's already begun. The arrival (and mass adoption) of [Peerio](#), and [PhoneGnome](#) are one indicator. Landline business amongst incumbent carriers is down. American landline attrition doubled. As I write this, 10,000 per day, as customers opt for services from traditional providers.

What will that world look like? Who will be the moneymakers? What will the consumer expect? Let's have a closer look. This essay is part of what I would like to see in the communications world dubbed Voice 2.0.

The screenshot shows a Google search interface. At the top right, the user is logged in as 'alec.saunders@gmail.com' with links for 'My Account' and 'Sign out'. The search bar contains 'voice 2.0' and the search button is visible. Below the search bar, the search scope is set to 'the web'. The results are displayed under the 'Web' tab. The first result is 'Voice 2.0: A Manifesto for the Future -- Simply Relevant' by Alec Saunders, dated October 21, 2005. The snippet of the result matches the text on the left. A red circle highlights the search results summary: 'Results 1 - 10 of about 196,000 for "voice 2.0". (0.25 seconds)'. Below the first result, there is a link to a PDF document titled 'voice 2.0 - Manifesto for the Future 2.doc' and another result from 'voip-news.com' titled 'What is Voice 2.0? - VoIP News'.

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Google™ "voice 2.0" Search [Advanced Search](#) [Preferences](#)

Search: ☒ the web ☐ pages from Canada

Web Results 1 - 10 of about 196,000 for "voice 2.0". (0.25 seconds)

[Voice 2.0: A Manifesto for the Future -- Simply Relevant](#)
My hope is that clash will be the, albeit painful, evolution of Voice into a full blow internet application — the birth of Voice 2.0. Voice 2.0 is the next ...
[iotum.com/simplyrelevant/2005/10/21/voice-20-a-manifesto-for-the-future/](#) - 59k - [Cached](#) - [Similar pages](#) - [Note this](#)

[PDF] [voice 2.0 - Manifesto for the Future 2.doc](#)
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will be the, albeit painful, evolution of Voice into a full blow internet application — the birth of Voice 2.0. Voice 2.0 is the next step ...
[iotum.com/presskit/voice_2_0_manifesto.pdf](#) - [Similar pages](#) - [Note this](#)
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[VOICE 2.0 - October 16, 2006 - Ottawa, ON, Canada](#)
Voice 2.0 is Ottawa's hottest next-generation communications conference bringing together telecom practitioners to share insight and information regarding ...
[www.voice2.ca/](#) - 15k - [Cached](#) - [Similar pages](#) - [Note this](#)

[What is Voice 2.0? - VoIP News](#)
Some of it is hype, but some of it could disrupt the telecom world.
[www.voip-news.com/feature/what-is-voice-2-122706/](#) - 31k - [Cached](#) - [Similar pages](#) - [Note this](#)

Source: Alec Saunders, [Zone5ive presentation](#)

Royal Sands Cancun Resort Rentals

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This year, we're not going to Mexico. C March 2008. All three villas are a general accomodate six adults. The villa bedroom entertaining or just relaxing and enjoying floor plan.

Villa A5001 is a spectacular ground floor, beachfront unit. If your idea of a vacation in Mexico is to be able to step out your door and onto the beach, you are going to

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Cancun Resort Hotels
[www.BookIt.com](#) \$89: Save 65% Off + \$100 Spa Credit Book Online or Call (888) 782-9722

Cancun Five Star Resort Rental at Royal Sands Feb-Mar 2007
Cancun Rental. The BEST in Cancun. For Absolute luxury rental by owner. Royal Sands.
[www.harleymom.com/cancun/index.htm](#) - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)

Resort Rentals International: Specializing in affordable vacation ...
Resort Rentals International: Specializing in affordable vacation rentals at luxury resorts worldwide. Discover the perfect balance in resort accommodations ...
[Map of 335 Mcclaws Cir. Williamsburg, VA 23185, USA](#)
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Cancun Rental
Huge selection of vacation rentals
Multiple photos of every property
[HomeAway.com](#)

Omni Cancun Resort Hotel
Luxury oceanfront resort with great all-inclusive packages available.
[www.OmniHotels.com](#)

Playa Del Carmen Rental
Most-trusted vacation rental source
10 years serving savvy travelers
[www.GreatRentals.com](#)

Cancun Resort Hotels
Find Great Resorts in Cancun and Exclusive Deals on Condoexpress.com
[www.condoexpress.com](#)

Being a Blogger

- Write frequently
- Write meaty posts
- Be controversial
- Participate in “the Conversation”
- Ask for “link love”
- Comment
- Keep a blogroll
- Love your friends!

Optimize your content

- ❖ Use WordPress to maximize pagecount
- ❖ Use a Google Sitemap
- ❖ Give your posts titles
- ❖ Give 'em GOOD titles
- ❖ Link and Trackback
- ❖ Ping the search engines
- ❖ Get a top level domain /
Connect to your main site
- ❖ Tag, tag, tag
- ❖ Syndicate: RSS, Feedburner, Other blogs



Just Don't Ignore Blogs (Your brand is at stake)

We're Waiting For A Miracle From Sears Canada

"Sears Canada is a multi-channel retailer dedicated to providing its customers with quality merchandise & exceptional coast to coast." *Sears Canada Mission Statement*

Three years ago our venerable Kenmore dryer finally met it's end. It was 25 years old. We had purchased it, along with a Kenmore washer, second-hand, in Toronto after getting married. They belonged to international travellers, those who move their appliances, as they were moving back to Ottawa. We often boasted that, finally died, we replaced them with a Kenmore front loading washer. These appliances were pricey, but our money was well spent. Moreover, with 5 children to wash their clothes in these appliances. Laundry piles up for weeks.

It's four months since our external washing machine was pouring water all over the floor. The door of the washer had torn, and the water was leaking out.

Appliance Parts USA



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Web

Results 1 - 10 of about 1,050,000 for [sears canada complaints](#). (0.25 seconds)

[We're Waiting For A Miracle From Sears Canada — Alec Saunders .LOG](#)

[Sears Canada complaint](#) [Sears Canada washer](#) [Sears Canada poor service](#) [Sears Canada warranty](#). the litany of **complaints** from hundreds of dissatisfied customers ... [saunderslog.com/2006/05/16/were-waiting-for-a-miracle-from-sears-canada/](#) - 403k - [Cached](#) - [Similar pages](#) - [Note this](#)

[10principles](#)

Shop [Sears Canada's](#) selection for privacyandsecurity. ... may contact us with any questions, **complaints** or suggestions with respect to the above principles. ... [www.sears.ca/gp/browse.html?ie=UTF8&node=16397291&no=16397281&searsBrand=core&me=A10FHFRJ...](#) - 123k - [Cached](#) - [Similar pages](#) - [Note this](#)

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Sponsored Links

[Customer Service](#)

Find exactly what you want on
Customer Service **Complaints**
[www-CustomerService.info](#)

Integrated social media campaigns

Use right tools

- ✦ Blogs for searchability, SEO, PR style messages
- ✦ Podcasts for deep engagement
- ✦ Twitter to create buzz

Make use of the amplifier effect

- ✦ Create presence **everywhere**
- ✦ RSS link **everything**
- ✦ **Automate**

Measure



Social media

Conversations lead to word of mouth

Pick the right tool to achieve your objective

Integrate to achieve the largest amplification
of your message

Social media as part of the PR mix

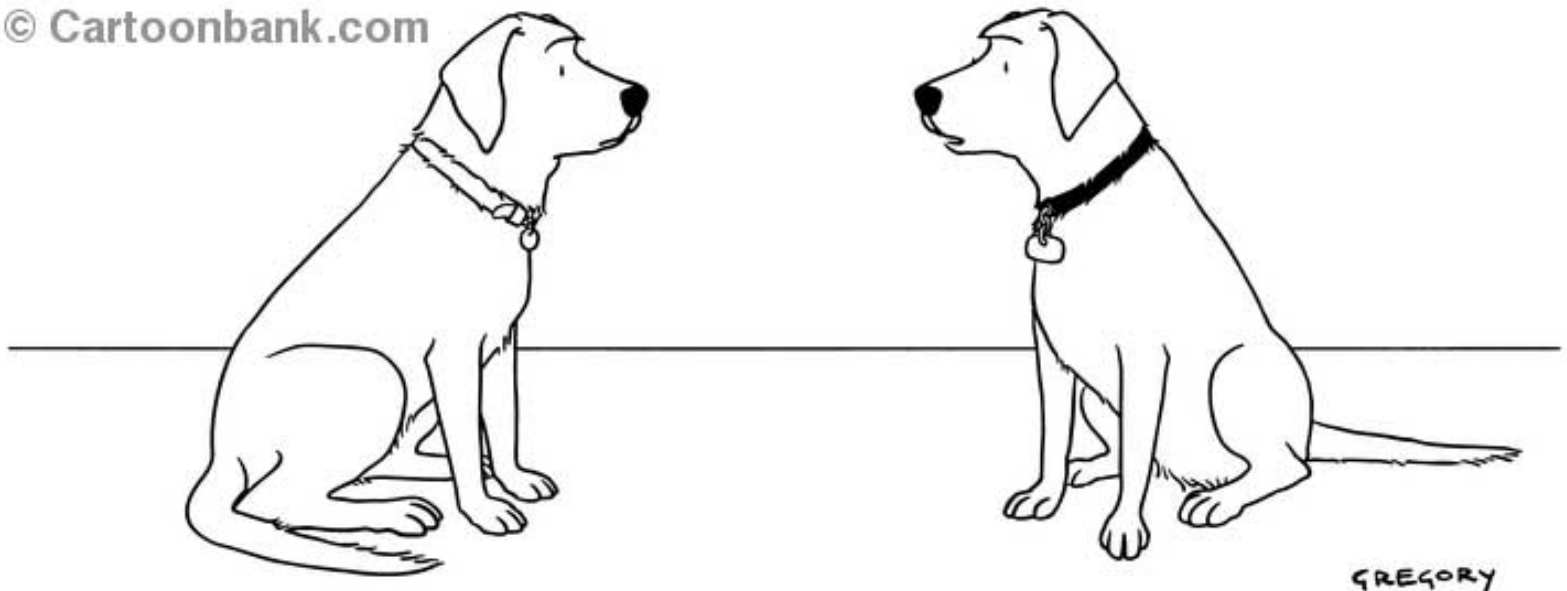
Conversations lead to word of mouth

Pick the right tool to achieve your objective

Integrate to achieve the largest amplification
of your message

While 50% of new bloggers are still posting 3 months later, 50% aren't

© Cartoonbank.com



"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."

Be Found - Keyword Analysis

Know your audience

- Potential buyers, Info seekers, Competitors, Media, Casuals...
- What are they looking for?

Which keywords are being used

- Start with Seed list, Referrer Traffic, Competitors
- Tools: KW Discovery, Wordtracker, Google KW Tool
- Frequency, Competition, **Relevance**
- Test with PPC

Outcome: Target keyword list

Keyword-rich copywriting

- ✧ Smooth flow important
 - ✧ No stuffing of keywords
- ✧ Users first
 - ✧ Think “conversion”
 - ✧ Be descriptive (not “our products”)
- ✧ Avoid text in graphics
 - ✧ If used, consider ALT-text
 - ✧ Flash problematic
- ✧ Phrases, not words
 - ✧ Variations to capture different searches

Keyword-rich copywriting Cont'd

- ❖ Select 2-3 keyword phrases per page
- ❖ 3-4 times per page (rule of thumb)
- ❖ Phrases, not words
- ❖ Benefits oriented
 - ❖ Better for conversion
 - ❖ Google snippets
- ❖ Make sense to people

Optimized Copywriting – 2 Angles Matter...



❖ SEO Copywriting (Be Found)

- ❖ Keyword-rich to facilitate high rankings in search engines
- ❖ Free Traffic
- ❖ The higher the position, the more traffic

❖ Effective Copywriting (Be Convincing)

- ❖ Merely Attracting traffic is not enough
- ❖ Call-to-Action for each page
- ❖ Visitor scenarios

Copywriting is King...

Google Software Engineer Matt Cutts:
"SEO will get easier; spamming will get harder"



But just because spamming is getting harder doesn't mean that SEO is getting easier – because SEOs with the copy writing skills required to create original and unique content of genuine value that other people find interesting and link to aren't a dime a dozen

Be Convincing


- ❖ Your site isn't about you
- ❖ Who is your audience
 - ❖ Define Personas
 - ❖ Define calls to action and conversion funnels
- ❖ 'ADD' on the web
 - ❖ Scan & Skim vs. read
 - ❖ Follow obvious links
 - ❖ Less than 5 seconds
 - ❖ Above the fold
- ❖ Your site's goal: Visitor conversion, not raw traffic

Some Useful Tools

Google

-  Cache: to see what Google sees
-  Site: to determine depth of indexing or to find specific words in any site

Yahoo

-  link analysis & competition

Many others...

Search Engine Advertising - PPC

- ⚡ The fastest way to get found when prospects search for what you have to sell
- ⚡ Pay-per-Click system (PPC)
- ⚡ No upfront \$ commitment
- ⚡ Bid on keywords & keyword combinations
- ⚡ Auction system determines price
- ⚡ Popularity and bid determines position
- ⚡ Click-through traffic gets delivered to unique URL
- ⚡ Can deliver outstanding ROI
- ⚡ Can be used to reinforce & tune your SEO work

PPC - Is Your Ad Relevant?

Ad Position determined by “Quality Score”

- ⬆ Bid Price
- ⬆ Clickthrough rate
- ⬆ Relevance of keyword to ad
- ⬆ Landing Page Quality
- ⬆ Other factors

Relevant ads are rewarded
'Poor' ads cost you more

Some PPC Tips

- ❖ Excellent market research tool
 - ❖ Impressions: how many people searched?
 - ❖ Who else is competing for the terms
- ❖ Refine Targeting
 - ❖ Multiple Matching options, Negative keywords
 - ❖ Geographic Targeting; Narrow ad groups for most profitable terms
- ❖ Careful with Content Syndication
 - ❖ Placement Targeting with PPC option better
- ❖ Relevance:
 - ❖ Test different ad versions, Different Positions
 - ❖ Clear Offer
- ❖ Landing Page Critical
- ❖ Metrics & Reports
 - ❖ Go Beyond CPC & CTR to measure Conversion, CPA

Landing Page Considerations

Make it Fast

Make it Short

Make it Compelling

- ◆ Hero Shot of Whitepaper

'Conversion' pages

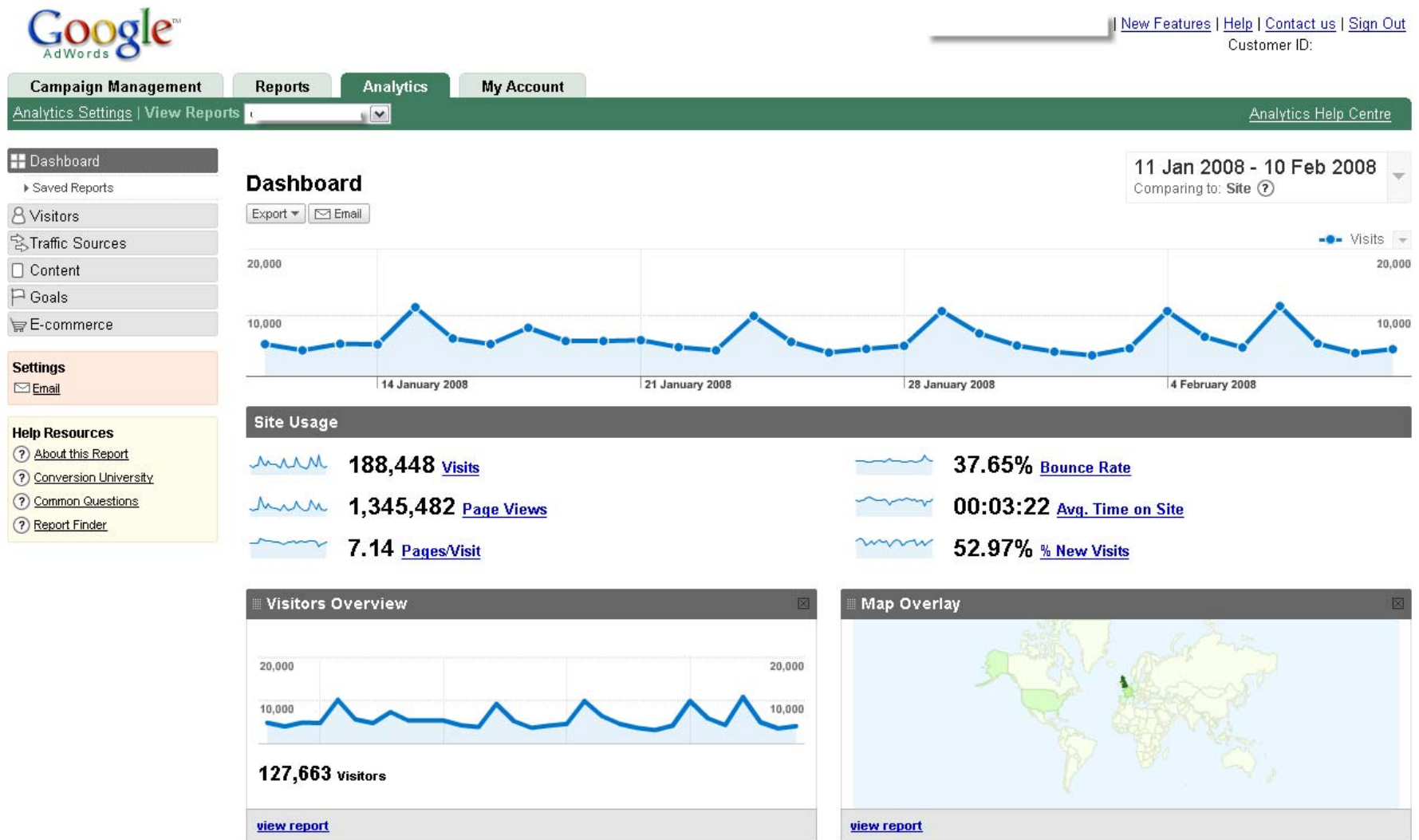
- ◆ Short forms

- ◆ Do you really need all that info?

- ◆ Privacy Assurance

Test different versions (A/B, Multivariate)

Be Analytical



Be Analytical

❖ What are your business objectives?

- ❖ Rather than measuring everything



❖ What do you measure?

- ❖ e.g. Visitor loyalty, Bounce Rate, Conversion Funnelers
- ❖ Micro Goals, 'Search' interactions, Page Overlay
- ❖ Segment your audience
- ❖ Campaign Tracking: Email, Direct Mail Campaigns etc.
- ❖ Iterative Testing
- ❖ Compare against others: Hitwise, Compete.com

❖ Who owns analytics?

- ❖ Senior management buy-in mandatory
- ❖ Processes, integration and benchmarks are key
- ❖ Not just static reports, but **interactive** dashboards

Web Marketing – A Matter of Perspective(s)

Search Engine Perspective
The Market's Perspective
Your Visitor's Perspective
Analytical Perspective

...and that is my perspective...

Chris Biber - www.searchingworks.com

chris.biber@searchingworks.com