

Small Business Technology of Chicago Meeting - 10/30/12

Internet Marketing Strategy for Small Business, Professionals & Nonprofits by Joe Vangsness

SMALL BUSINESS ON THE WEB

Small businesses using the web:

- To find new prospects/customers
- To sell products or services
- Online brochure
- Create awareness
- Support for a cause or group

Success for SMB websites is mixed. I have had prospects ask me this question:

“We don’t get any business from our Web site. Can you tell us why?”

What I have seen when asked to analyze a website:

- poor design
- no call to action
- slow to load
- not getting the target market segments to the site
- poor navigation
- search engines don’t know the site exists or hasn’t indexed very many pages
- getting the website up and running was the only goal
- sites don’t work well on all of the browsers in use today

Some reasons:

- Clients don’t have a good understanding of how search engines work or internet marketing
- Some web designers don’t either
- Some web designers don’t install statistics (a.k.a. analytics), don’t use them, don’t share them with the client
- Some designers get into the web design business, don’t learn enough, don’t do well, leave the field

Small Business & Larger Company Website Projects		
	SMALL BUSINESS	LARGE COMPANY
Who does the work	Owner or staff Individual web designer Small web design firm	Staff devoted to web design Digital Agency, or one agency to do the design and a second one to build the site
Budget	Smaller	Larger
Requirements	Simpler	Larger, more complex
Use of a design methodology or process	Maybe	Yes, they use a methodology
Who provides the content	Web designer or client or both	Client staff or service hired for that purpose
Who monitors the site statistics (analytics)	No one Web designer Client	Web marketing firm Client staff

DEVELOP AN INTERNET MARKETING STRATEGY

- Determine marketing objectives. Some examples:
 - find new customers
 - provide information
 - sell products on the Internet
 - create product or service awareness
 - provide training through the internet
- Determine your target market segments
- Develop personas or psychographic profiles in the market segments
- Develop four specific strategies to reach your target market segments
 - Get visitors to your site
 - Engage them
 - Convert them to customers or prospects
 - Keep them
- Put strategies in place
- Measure the results with statistics (analytics) for each strategy
- Adjust and change as needed
- Monitor trends and technology advances and adjust as needed

Closer look at the four strategies: Get Visitors - Engage - Convert - Keep

Learned this approach in "Interactive Marketing Strategies" class at the U of Chicago by Dave Marsey

Other strategy frameworks from internet marketers

Web Analytics Frameworks	
Dave Marsey	Attract → Entice → Convert → Retain
ZoomMetrix.com*	Acquire → Convert → Retain
Jonny Longden*	Get Attention → Connect → Inspire & Inform → Persuade → Convert → Retain
Steve Jackson*	Reach → Engage → Activate → Nurture

* From Web Analytics 2.0 by Avinash Kaushik

These are some of the most common methods used for these four strategies:

Get Visitors Strategy	
SEO (Search Engine Optimization) SEM (Search Engine Marketing) Content Inbound Link development PR & Advertising Social media Direct mail	Give talks and presentations Youtube videos Join organizations that will list your business with a link Form a group: meetup.com facebook linkedin & others Discussion board Publish content on other websites Publish articles in ezines, magazines, newsletter

Engage Strategy	
Content: Articles White papers Images Videos Books Conduct a survey Blog Discussion board	Sign up form: For a newsletter For new content For a document For a study of research paper Free offer Game or puzzle Calculator

Convert Strategy	
Supply the means to action: Buy Now! Call Now! Request a Quote Today! Call today! Chat feature Ask for the order, or quote, or inquiry or RFP Anticipate the objections & have answers	Make it easy for visitors to order or contact you Put the company location & contact information at or near the top of each page Use the "freemium" model i.e. the first 2 GB are free, then you start to pay above that FAQ's

Keep Strategy	
Sign up form for new information, site updates Loyalty program: buy 6 get one free Support forum	Have a series of something that comes our regularly: coffee of the month, quarterly article, etc Freemium program: first 2 GB or free, then you charge Access to premium content

With these four strategies, there are some variations based on what you are trying to accomplish

Get Visitors	√	√	√	√
Engage	√			√
Convert	√	√	√	
Keep	√	√		

SEARCH ENGINES

How search engines work

- robots, spiders, crawlers, and bots
- index words and phrases
- Google Webmaster Central: register your site and use tools to show how Google views your site

The role of keywords & key phrases

- Determine keywords and phrases
- Do a search on some keywords and phrases to see if your competition shows up
- Use tools to see what keywords that web users are searching on

Google adwords tool:

<https://adwords.google.com/select/KeywordToolExternal>

Google Trends:

<http://www.google.com/trends>

- Design your content around your keywords and phrases
- Place in your page title, description, headings and content
- Get your business listed in Google Places: www.google.com/places

MEASURE RESULTS

Business results: requests for quotes, orders, sign up for a newsletter, requests for an appointment

Web Statistics & Analysis of the website

Web statistics report what has happened

- Google Analytics
- Webtrends
- Traffic Facts (Site Analytics)
- AWstats

Lots of stats, most of it useless

Key Performance Indicators

- Visitors: by city, by referring site, by search engine, by key phrase, new vs. returning
- Content: pages visited, documents viewed
- Engagement: sign up via email or form for a report, newsletter, etc.

Key Performance Indicators that you can act on

Tools that can provide insight:

- Google Analytics (some features: A/B testing, multi-channel testing)
- 4Q Web Survey (offers a free version as well as paid) <http://www.4qsurvey.com/>

SOCIAL MEDIA

- Facebook
- LinkedIn
- Twitter
- Youtube
- Flickr

- Meetup.com
- Search engine for social media: www.socialmention.com

SMART PHONES & TABLETS

Growing use of smart phones & tablets used for accessing the web

Recent developments:

Adobe Dreamweaver CS6 now offers a technique for designing one website that will work on both smart phones & tablets as well as desktops

Content Management Systems now offer templates that will permit designs that will adapt to smart phones and tablets. They will fit the screen size of the device and can use unique features of mobile devices such as geo-location.

INTERNET MARKETING AND WEB DESIGN AREAS OF SPECIALTY

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Content strategy
- Information architecture (IA)
- User experience (UX) (a.k.a. Usability)

RESOURCES FOR FURTHER LEARNING

Class: Web and Mobile Web Marketing Strategies
 Dave Marsey at the University of Chicago Graham School
<https://grahamschoolapp.uchicago.edu/offering.php?oi=6564>

Books: Internet Marketing: An Hour a Day by Matt Bailey
 Search Engine Optimization for Dummies (5th Edition) by Peter Kent
 The New Rules of Marketing & PR (3rd Edition) by David Meerman Scott
 When Search Meets Web Usability by Shari Thurow
 Get Content Get Customers by Joe Pulizzi and Newt Barrett
 Web Analytics 2.0 by Avinash Kaushik
 Return on Engagement by Tim Frick
 Capturing Community by Michael Silverman

Websites: SEO Beginners Guide: <http://www.seomoz.org/beginners-guide-to-seo>
 Usability Checklist: <http://www.usereffect.com/topic/25-point-website-usability-checklist>
 SitePoint: www.sitepoint.com
 Pew Internet & American Life Project <http://www.pewinternet.org/>