

「A Crash Course in Internet Marketing」



Internet Marketing is a broad field that encompasses SEO, PPC, Video, Social Media, and Websites



Internet Marketing is important for local businesses in particular because of consumer behavior and the flexibility it provides



93% of online experiences begin with a search engine



82.6% of internet
users use search

Internet Marketing: Chapter One

A professionally designed website



An effective website includes

- ✓ Personalized base content.
- ✓ Customized content with special services and staff bios.
- ✓ Photos of staff and practice.
- ✓ Information that is accurate.
- ✓ Regularly updated content.

Internet Marketing: Chapter Two

Social media creation and management

Over 1 million
websites have integrated
with Facebook.

80% of users prefer
to connect with brands
on Facebook.

69% of Follows
on Twitter
are suggested by friends.

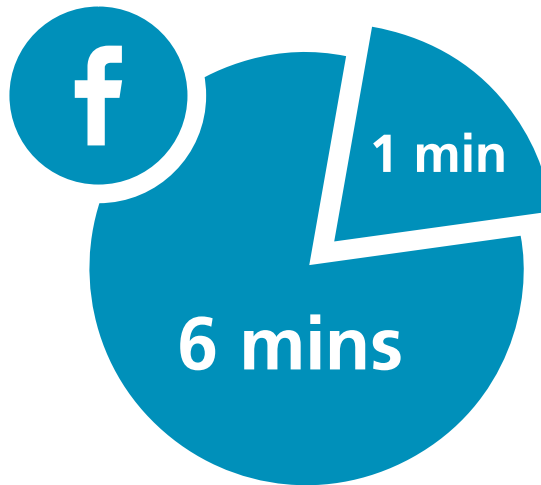
34% of marketers
have generated leads
on Twitter.

Google's +1 button is used
5 million
times each day.

Websites using the "+1"
increase
page traffic by **350%**.

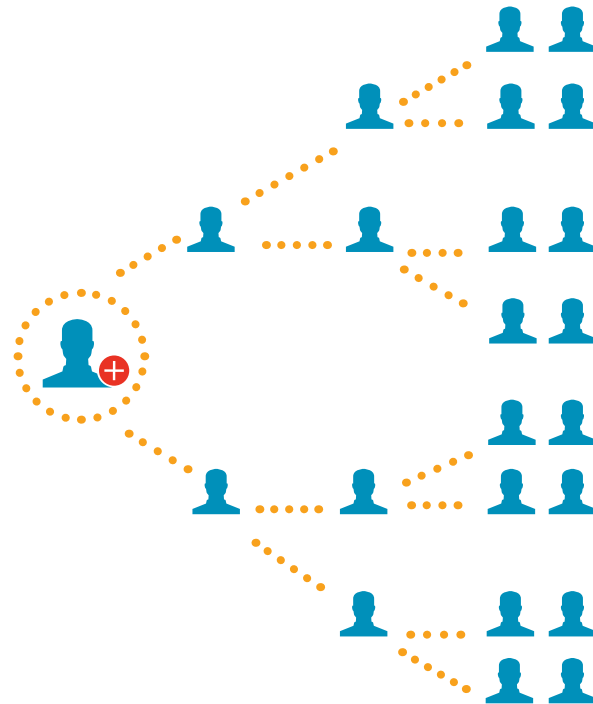


38% of social media users have recommended a brand they “like” or follow on a social network



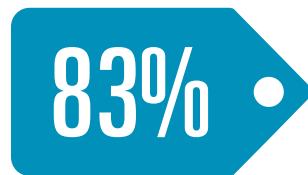
1 out of every 7 mins
spent online is on Facebook

Promoting social media



As you increase the amount of people exposed to your business via social media you increase the potential it is shared exponentially

What do people want from brands on social media?



WANT DEALS
& PROMOTIONS



WANT REWARDS
PROGRAMS



WANT EXCLUSIVE
CONTENT

What a business should post to social media

- ➔ Do Post:
 - ✓ Pictures of your staff doing fun things.
 - ✓ Pictures of your office if you've decorated or made renovations.
 - ✓ Success stories.
 - ✓ Articles/images relevant to your industry (use sparingly and make sure they are engaging).

What a business should post to social media

- ➔ Do Post: (CONT.)
- ✓ Current specials, tips, recent findings.
- ✓ Events happening at the office or in the local community.
- ✓ Funny cartoons or images about your industry or business.
- ✓ Charity events you are hosting and/or participating in.

What a business should post to social media

➔ Don't Post:

- ✘ Anything religious or political. This is the quickest way to alienate clients and lose business.
- ✘ Anything with nudity/foul language/explicit images. This includes surgery photos.
- ✘ Negative comments about clients or vendors. This only makes you look bad.
- ✘ Irrelevant posts. Things like what you had for lunch and your favorite song are not relevant to your followers.

What a business should post to social media

➔ Don't Post: (CONT.)

- ✘ Anything that can be construed as “bragging.”
If you are doing really well and purchased a shiny new BMW, don't share this on your business page. This will cause ill will with your clients who are paying your salary.
- ✘ Personal information about clients without their consent.*

* HIPAA regulations still apply on Facebook and social media sites.

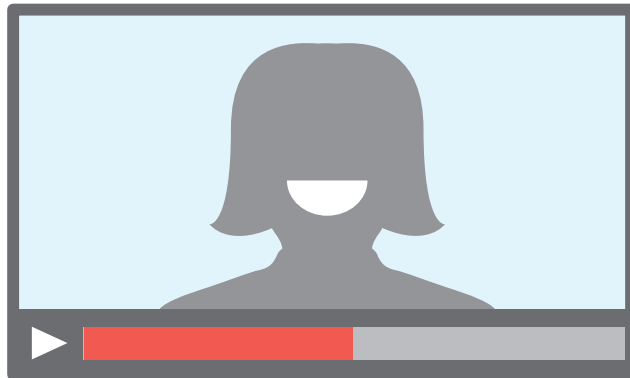
5 tips to get more followers on social media

- 1 Email existing clients.
- 2 Put up a sign in your office.
- 3 Ask for more likes.
- 4 Make sure images are decent quality and interesting, weird, cool or funny.
- 5 Share your YouTube video on Google+.

Internet Marketing: Chapter Three

Video marketing and advertising

1 Minute of Video



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1.8 Million Words

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One minute of video has the same value as 1.8 million words.

Video marketing statistics

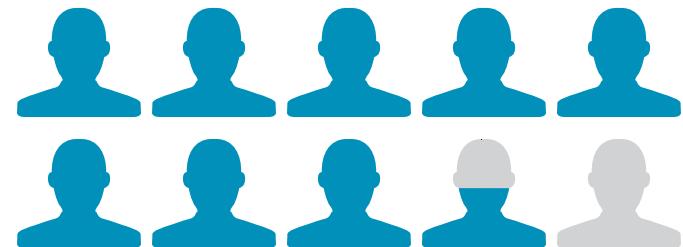
- ✓ 800 million unique users each month.
Unique, as in individuals.
- ✓ 72 hours of video are uploaded every minute.
- ✓ 100 million people interact with YouTube videos (like, share, comment, etc.) each week.

Video marketing statistics

➔ 4 billion video views are seen on YouTube globally everyday.



➔ 8.7 out of 10 people reported they may watch demonstrations of a product.



Video marketing statistics

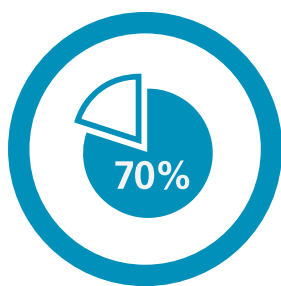
- ✓ Online video reaches more than 85% of U.S. internet users.
- ✓ More than 83% of internet users now consume video across all age groups.
- ✓ Website visitors who view videos stay on the site an average of 2 minutes longer than those who don't view videos.

Video marketing statistics

- ✓ 77% of global consumers watch online video of some kind (includes all types of devices).
- ✓ 65% is the average increase in conversions for a site with videos.

Video improves search engine optimization

Video continues to improve search engine optimization by increasing real estate on search engine results pages, increasing traffic, and encouraging longer website visit duration times.



Video Results Have Appeared in About **70%** of the Top 100 Search Listings on Google in 2012

Having a video on the landing page of your website makes it **53%** more likely to show up on the first page of Google.



53% More Likely to Show Up on the 1st Page of Google



With Proper Optimization, Video Content Increases the Chance of Front Page Google Results by **53 Times**

Customers that watch videos of products or services are **85%** more likely to make a purchase.



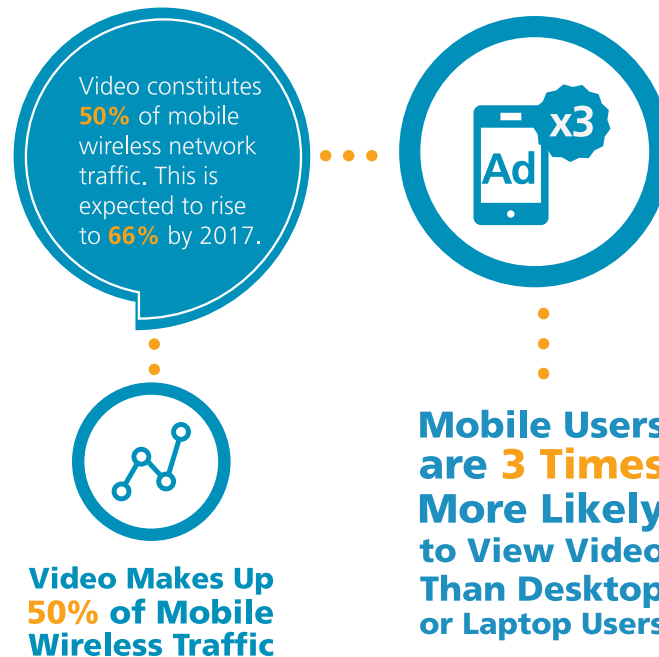
Video Viewers Are **85%** More Likely to Make a Purchase



The Average User's Visit to a Text and Image-Based Website Lasts Only **43 Seconds**; for a Website With Video, the Visit Lasts **5 Minutes and 50 Seconds**

Video improves search engine optimization

Video is being viewed on a variety of different devices, including mobile phones and tablets.



What you need to get started

- ✓ Smartphone or video camera.
- ✓ Tripod or stable surface.
- ✓ Microphone/audio.
- ✓ Lighting — not too dark, not too bright, just right.
- ✓ Setting — a great place to shoot, no outside video shoots.
- ✓ Happy clients.

Tips on gathering client video testimonials

1 Be Prepared



2 Choose Satisfied Clients



3 Have a Release Form

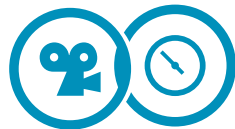


4 Don't Use Last Names

Jane _____

Tips on gathering client video testimonials

5 Keep It Under a Minute



6 Stay Away from Scripts



7 Get a Variety



Keep all videos between 1-2 minutes

- ✓ 20% of viewers will click away from a video in 10 seconds or fewer.
- ✓ You'll lose 30% of viewers by 30 seconds, 45% by 1 minute, and 60% by 2 minutes.

What not to do with video

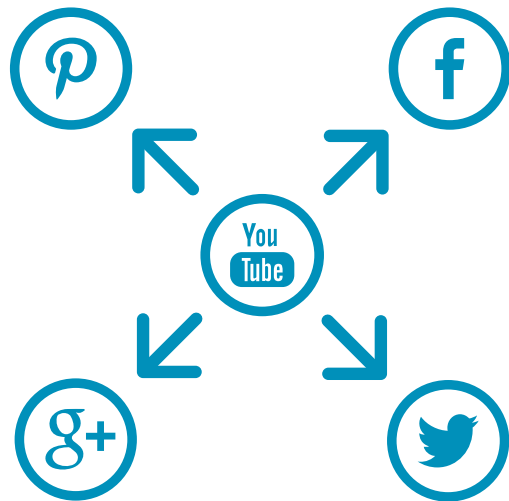
- ✘ Don't upload shaky video.
- ✘ Don't film outside.
- ✘ Avoid giving clients a script.
- ✘ Don't ask every client for a testimonial.

What not to do with video

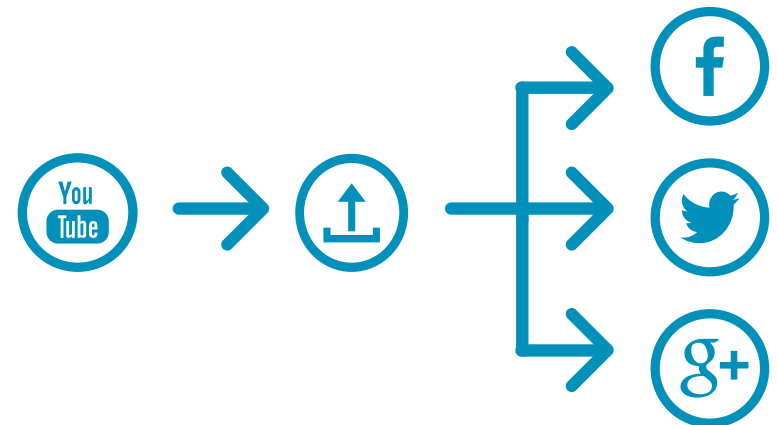
- ✘ Failing to promote a video on social media.
- ✘ Don't add a bunch of testimonials to a page without any text.
- ✘ Never create fake testimonials.
- ✘ Don't provide incentives for clients to give testimonials.

Share your video to get more views

➔ Share From YouTube



➔ Upload it to Social Media

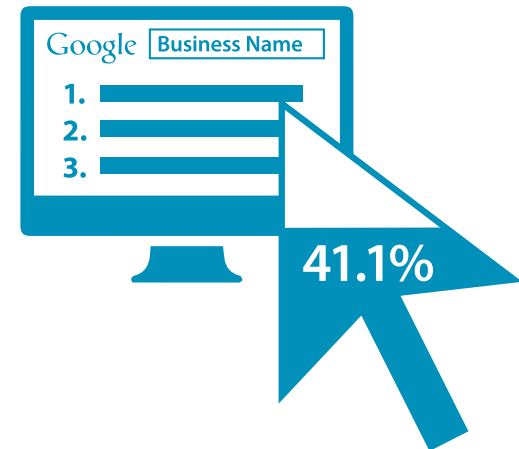


IV

Internet Marketing: Chapter Four

Pay-per-click advertising (PPC)

- ➔ On average, the top 3 spots take 41.1% of the clicks on a search result page.



PPC gets fast results and adjusts to your budget

\$92 Spent Acquiring



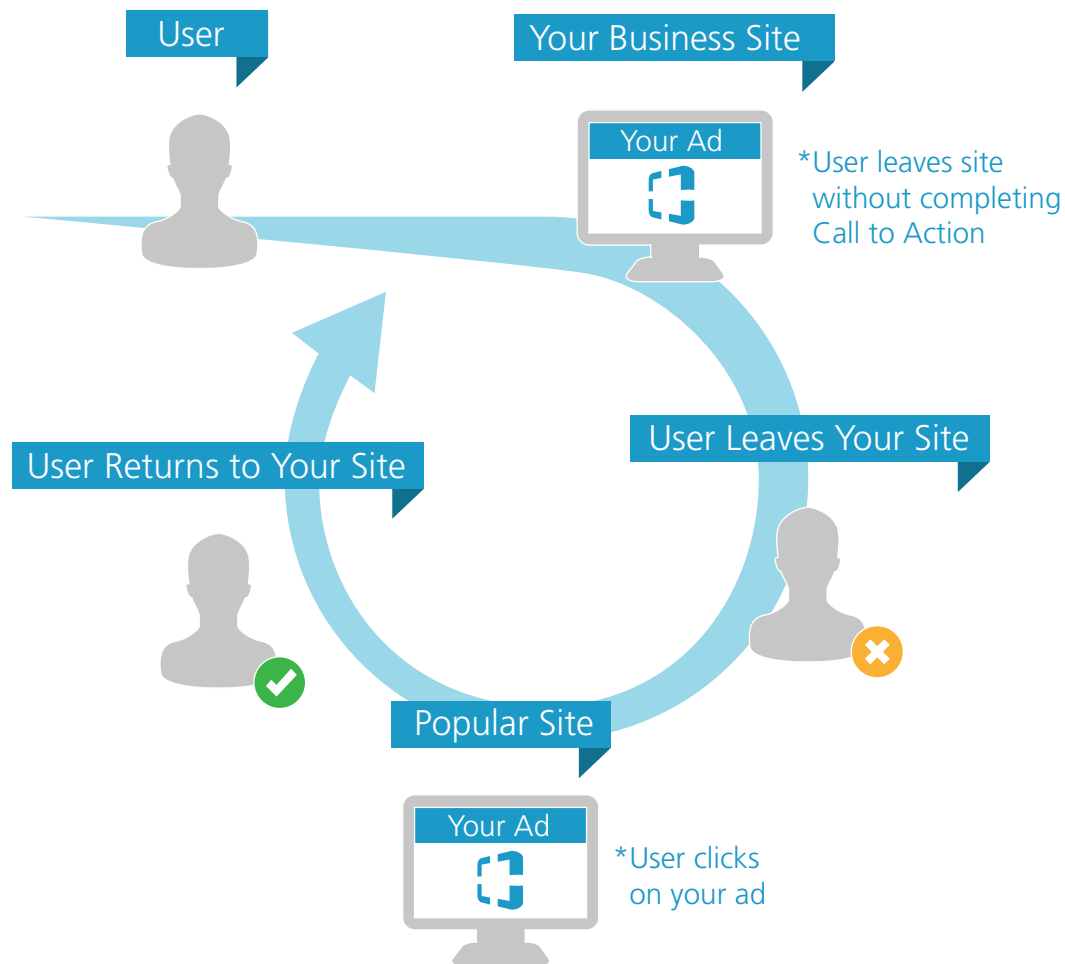
VS

\$1 Spent Converting



For every \$92 spent acquiring customers, only \$1 is spent converting them

Retargeting increases conversions



4 tips for effective PPC ad copy

- 1 Target your ad copy to your potential clients.
- 2 Include strong call-to-action (CTAs).
- 3 Monitor and analyze PPC campaigns.
- 4 Think outside the box.

Examples of strong CTAs

- 1 Call to schedule an appointment.
- 2 Call today for more information.
- 3 Like us on Facebook, Twitter or Google+.
- 4 Request an appointment.

Internet Marketing: Chapter Five

Search engine optimization: Content & Structure

90% of consumers find custom content useful.

&

78% believe that organizations providing custom content are interested in building good relationships with them.

On average, companies with blogs produce **67%** more leads per month

One minute of video has the same value as **1.8 million words.**

70% of people would rather learn about a company through articles rather than an advertisement.

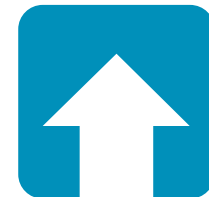
44% of people ignore direct mail.

Blogging

434% More



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Companies that blog have 434% more indexed pages. And companies with more indexed pages get far more leads

Tips for writing a powerful press release

- ✓ Make sure the information in the press release is newsworthy and not just an advertisement for your business.
- ✓ Put yourself in the reader's shoes — add more interest by including topics like new procedures/equipment, new staff members, and community events.

Tips for writing a powerful press release

- ✓ Use a “catchy” headline to grab your reader’s attention.
- ✓ Proofread your press release. A lot of credibility goes out the door when there are typos and grammatical errors.

Common mistakes with content

Mistake: No blog followers because blogs are lengthy and technical.

Solution: Edit. Yes, simply edit down your blog. Keep it simple. Remember, your readers aren't experts in your field.

Mistake: No one picks up your press release.

Solution: Make sure the topic is newsworthy and well-written.

Common mistakes with content

Mistake: No one shares your press release.

Solution: Use a credible PR distribution company.

Mistake: Your community doesn't know about the press release.

Solution: Promote the press release on your social media, website, in your office, and through e-newsletters.

Common mistakes with content

Mistake: Google is penalizing your website for duplicate content.




Solution: Never copy content — even your own! Avoid having the same article listed twice on your website.

Mistake: Your rankings have slipped over the past few months.

Solution: Refresh your content or add more content to your website.

Do's & Don'ts for content & images

Do

-  Make content interesting, helpful & concise.
-  Explain services or conditions in an accessible way.
-  Use relevant images in content.




Do's & Don'ts for content & images

➔ Don't

- ✘ Write lengthy & technical explanations of what you do.
- ✘ Write for other professionals in your field. (Write for your future clients)
- ✘ Use blurry or copyrighted images.
- ✘ Copy images from Google or any place online.

Do's & Don'ts for Keywords

Do



-  Sprinkle in keywords near the top of each page. They are more likely to get noticed there.
-  Include keywords often, but in a natural sounding and relevant manner. Search engines love this!
-  Write your own keyword-rich content. The rewards are grand for original content.

Do's & Don'ts for Keywords

- ➔ Don't
- ✘ Make a long list of keywords on your web page. Search engines won't be fooled so easily!
- ✘ "Stuff" too many keywords on one page.
- ✘ Copy content from other websites.

Do's & Dont's for Meta Tags

Do

-  Create meta information specific to the content of each page.
-  Use keywords in the title and description fields that can already be seen on the page.

Do's & Dont's for Meta Tags

- ➔ Don't
- ✘ Use the same meta tags for each page.
- ✘ Copy content from other sites, this is considered duplicate content!

VI Internet Marketing: Review

Internet Marketing encompasses a wide variety of mediums to reach more clients and convert online consumers. Find out if your online marketing makes the grade.

Call **1-800-IMATRIX** for a **free** live optimization.

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