ResourceNATION

Online Marketing

Click Returns - The FREE Guide to Increasing Traffic and ROI

Online Marketing Buyers Guide

1. Terms of the Trade
2. Interactive Marketing for Keyword Analysis
3. Search Engine Optimization Services
4. Pay Per Click Advertising Services
5. E-Mail Marketing
6. Search Engine Marketing Services
7. Social Media Marketing
8. Best Practices and Tips for Online Marketing

Introduction to Online Marketing

In today's competitive marketplace, the need for effective online marketing services is more important than ever before. It is not enough to simply have a website online. In order for your internet business to get off the ground and to flourish in this expansive digital marketplace, you need to incorporate a variety of online marketing strategies into your business' promotion and advertising.

Effective website marketing requires a specialized skill set and a working knowledge of the subtle nuances of the industry. While the basics of advertising and marketing are readily available through a variety of resources across the internet, many aspects of marketing and advertising require the support of a qualified internet marketing company or a specialized consultancy firm.

It is our goal to cover the basics of online marketing, the strategies, and the different marketing methods available today. From online advertising services to complete online marketing solutions, we will inform you of the options available so that you can make a sound decision when you are ready to choose an interactive marketing agency to help you promote, optimize and advertise your website.

Online marketing – what it provides

While there is a great degree of variance between different online marketing strategies, the desired result of these campaigns and strategies can be summarized in three simple points:

1. To increase the visibility of your website, business or brand
2. To improve customer relations

© Copyright 2010 Resource Nation, Inc. All rights reserved.

3. To improve your business' revenue directly through e-commerce or indirectly through lead generation

Online marketing firms can provide nearly instant results by implementing campaigns through pay-per-click (PPC), or they can provide long-term and more complex search engine marketing services such as social media marketing and various forms of link building.

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Online Marketing Terms

Terms	Definition
Analytics	Analytics are the study of statistics and behaviors by a certain group. In terms of online marketing, analytics allow the tracking of visitors' habits, the referral URL, and the actions that the visitors take on a website. This data is used to strengthen or modify existing marketing methods to improve the ROI for a website owner.
Conversion tracking	Conversion tracking is the process of analyzing which marketing methods and behaviors lead to a desired result, usually referring to what takes place to turn a website visitor into a sale or a lead for your business.
Search Engine Optimization (SEO)	SEO is most commonly referred to as the acronym for search engine optimization, though it can mean search engine optimizer, depending on the context in which it's used. SEO is the purposeful effort of modifying your website to increase its rank in search engine indices.
Search Engine Marketing (SEM)	SEM stands for search engine marketing, or any methods that you use off your website to improve your website's ranking, such as through link building. SEM is also called "off-page" optimization in some circles.
Pay-Per-Click (PPC)	Pay Per Click is an advertising method that allows for quick and widespread exposure for your website that only costs money when a third party clicks on your advertisement. PPC also offers a great deal of control over marketing campaigns, which makes it an attractive marketing method for many website owners.
Cost Per Click (CPC)	Cost per click, is a term used with pay per click

© Copyright 2010 Resource Nation, Inc. All rights reserved.

	programs to determine the costs of each click on an advertisement.
Opt-in	Opt-in is a term related to the email marketing industry and is used when describing permission-based sending of messages.
Keywords	Keywords, also called “key phrases” and “keyword phrases” are the words used to attract visitors to your website through natural search engine listings.
Search Engine Results Pages (SERP)	SERP stands for search engine results pages and is the page displayed when somebody searches for a keyword in a search engine.
Social Media	Social media is a platform that allows for the congregation and the sharing of information amongst individuals.

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Interactive Marketing for Keyword Analysis

Keyword analysis plays an integral role in online marketing. In fact, keyword choice is probably the most important aspect of any search engine optimization marketing or search engine marketing campaigns today. Choosing the right keywords for your website and marketing campaigns can lead to a positive ROI through the increase of targeted website visitors whereas poor keyword choice can lead to a less-than-positive ROI and reaching the wrong type of visitors for your website.

One important factor to keep in mind when choosing the right online marketing business is how well the agency understands keyword analysis. High-volume search terms, or keywords that are searched for on a regular basis, do not necessarily represent keywords that will convert into paying customers or leads. Interactive marketing consultants have a variety of tools at their disposal to test the effectiveness of certain keywords, and generally keyword research and keyword choice should be left to the experts to avoid wasting time and money on keywords that do not meet your website's needs.

Tools and resources for keyword analysis

SEO experts use keyword tools such as Word Tracker and Keyword Discovery to narrow down a potential list of keywords for a website's marketing. These tools provide valuable insight into the popularity of certain keywords, related keywords and other insight that can help the marketing company hone-in on keywords that may lead to increased visitors to a website and ultimately produce a positive return on investment.

Because keyword analysis and keyword choice is so important, and the downsides to choosing the wrong keywords for your website can result in a large loss of time and even money, it is highly recommended that unless you are an expert in the field, that you outsource your keyword analysis to an SEO company. Experts in the industry have years of experience to draw off from, and their insight can more than pay for itself in terms of running an effective marketing campaign the first time around.

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Search Engine Optimization Services

Search engine optimization, or commonly referred to as “SEO” and sometimes known as “on-page optimization”, is the foundation of a website’s “off-page” marketing strategies. SEO deals explicitly with the on-page elements of a website to help it to rank higher in search engines. Professional and affordable SEO services not only look at a web page’s title, content, and page names, but also the layout of a website and internal linking structure to help improve a website’s so-called “search engine friendliness”.

Search engine optimization is as much an art as it is a tactic used to improve a website’s favor with search engines. While most of the tools of the SEO trade are freely available for individuals and companies looking to try their hand at performing SEO for their business, online marketing courses and self-help guides are not able to provide the type of insight into the field that an established search engine optimization specialist possesses.

SEO is a learned skill, and there are aspects of it that require real-world application rather than a quick crash course in order to be effective at it. Search engine optimization consulting services provide the type of personalized insight backed by experience that is needed by a company when the effectiveness of their marketing campaign matters.

Search Engine Optimization vs. Search Engine Marketing

Many times, website owners will confuse SEO and SEM because even though they work towards the same end result, they go about it in completely different ways. SEO, or on-page optimization, relies on modifying elements on a website itself to help improve its rankings in search engines whereas SEM works through “off-page” elements, such as various forms of link building, to improve the rankings of a website.

While a full-service interactive marketing agency offers SEO consulting and SEM campaign management, it is important to know when you are looking for an online marketing company that these two services are, in fact, opposite sides of the same coin, so to speak.

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Pay-Per-Click Advertising Services

Pay per click marketing is a popular and effective tool used by website owners, though generally run by a PPC management service, which allows businesses to advertise their services directly to targeted individuals. While other website marketing methods may take weeks or even months before the effects of the campaigns start to become visible, pay per click campaigns give website owners the ability to place an advertisement in front of a targeted audience within a matter of a few days, or sooner in some cases.

Pay per click advertising operates differently than other advertising solutions, namely, instead of paying a flat-fee for placement of an ad, or paying for an advertisement based on impressions, PPC costs accrue on a cost per click, or "CPC", basis. The PPC rate is largely dependent on the popularity of a keyword and the industry that the keyword caters to. For instance, keywords targeting the auto insurance industry will inevitably cost more per click than keywords that target guitar players or florists.

Benefits of using pay per click

- Exceptional targeting ability – Most PPC networks, such as Google Adwords and MSN adCenter, allow pre-determined keywords that trigger the ads for display. By choosing keywords related to your industry, you are placing your ad only in front of a targeted audience.
- Fast exposure – Most PPC campaigns can start within a matter of days, and advertisements "go live" instantly after approval in most cases.
- Full Control – Unlike other online marketing strategies, a pay per click program can be modified and even shut down with the push of a button. Most pay per click networks offer geo-targeting and some even allow ads to run at certain times of the day.
- Determine profitable keywords – By running a PPC campaign before launching a major SEM campaign, you can identify keywords that offer a positive ROI and keywords that do not convert, which will make any SEO and SEM efforts more effective.

Tips for running a PPC campaign

One thing to be aware of if you are considering using pay per click advertising yourself is that the costs of a campaign can add up very quickly depending on your budget, your settings, and the keywords that you choose. Pay per click management is available to help website owners maximize their potential without having to succumb to the high, and potentially costly, learning curve of using the pay per click advertising model.

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Email Marketing

Email marketing is a powerful, but oftentimes underused, online marketing strategy. Generally, a website will have an opt-in form, or a signup form, and interested parties can enter their details into the form to receive emails from the company pertaining to their interests. Sole proprietors and large corporations alike use e mail marketing as a means to keep in touch with their customers and to increase their sales and leads.

Benefits of email marketing

Build relationships – In many cases, websites can be "cold" and one-dimensional, but an email marketing campaign can add personality and depth to your website or business. When you add the capability of personalization, such as is a common feature of email marketing services, you can build relationships with others in an automated fashion.

- Provide information – One simple and effective way to keep your existing client base up-to-date, or even to provide follow-up information for potential clients, is through email campaigns. This is much more cost-effective than other means of information sharing as you have the ability to automate the process and share information with thousands of people just as easily as you would share it with an individual.
- Increase sales – A well-established statistic in the medium of email marketing is that a recipient will need to view an offer an average of seven times before deciding to make a purchase. By capturing the email address of an interested individual and continually placing your offer in front of them, you are increasing the probability that an interested party will become a paying customer.

Differences between opt-in and double opt-in

Email marketing can be a valuable asset for business owners, and there are two main "opt-in" models for businesses to offer their subscribers - opt-in and double opt-in.

Opt-in subscribers, sometimes called "single opt-in", are individuals who submit their email address to you thereby giving you permission to send them offers, more information and follow up emails. This one-time process does not require any verification.

Double opt-in subscribers are individuals who submit their email address to you and then must confirm their identity by either clicking on a link or sending a confirmation email from the subscribed email address.

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Because the double opt-in method requires an additional step for subscribers, many business owners prefer to use the single opt-in method for their email blasts. However, double opt-in provides protection for individuals from others adding the wrong email address into a submission form and it helps to protect business owners from false spam complaints.

Best practices for email marketing

In many ways, email marketing is very similar to direct mail - except the delivery costs are generally much lower, and your offer can be sent twenty-four hours a day, seven days a week with nearly instantaneous delivery.

The headline is everything – If you fail to grab your readership's attention, they will not open your message, therefore there is no way that they will respond to it. Catchy headlines are the most important part of an email advertising.

Know your customer – Giving your subscribers the information that they are looking for will increase the effectiveness of your marketing campaigns. While this may seem like common sense, many businesses rely on a single email list or newsletter for all of their marketing campaigns. If a business offers multiple products, multiple services or has information to share before and after a sale, the business should run marketing campaigns focused on each of these different areas.

Speak to your customer directly – While the greeting "Dear friend" is formal and proper in some circumstances, people respond better with personalized messages – one of the benefits of email direct marketing.

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Search Engine Marketing Services

Search Engine Marketing, or SEM, is an absolute necessity for any website that wants to benefit from natural (free) search engine traffic. While search engine optimization and SEO services focus on the content, layout and structuring of a website to improve its favor with search engines, a search engine marketing firm focuses on the external aspects of improving a website's rankings.

In general, many people mistakenly describe search engine marketing solely as link building, but the reality is that there is so much more to internet marketing strategy. Not only can a search engine marketing firm help "build links" for your website, but this marketing strategy is also a major resource for website rankings improvement, branding and even reputation management.

A single SEM campaign has the power to shape the type of visitors that find your website through search engines, increase the visibility of your website, and defend your brand name in one action. Search engine marketing is the broad definition that represents a wide variety of marketing tactics that take place on third party websites.
Why SEM is necessary

Search engines today use a number of means to determine the ranking of a website for certain keywords, with on-page SEO being only a small portion of how a website ultimately ranks. The difference between being found on the first page of a search engine's results pages (SERP) and being found on page fifteen has everything to do with SEM and very little to do with the on-page elements of a website.

SEMs role as an online marketing strategy

The primary goal of SEM services is to increase the visibility of your website in a manner that also allows for improvement of your website's search engine rankings at the same time. This duality of purpose can help you to reach potential customers directly, wherever they are online, and to work to increase the number of people that find your website through search engines.

Whether you need online marketing services for your small business or large business, SEM is a major portion of any internet marketing campaign and a search engine marketing specialist is vital today.

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Social Media Marketing

Social media and social media services have gained in popularity, with explosive growth happening over the last couple of years. Social media websites, such as Facebook.com, LinkedIn.com, and even MySpace.com offer individuals the ability to connect with friends and family, business associates and to make new friends and business connections that share the same interests. These social networking websites have taken on several dynamics, allowing users to share comments, images, and video in an easy-to-use fashion –which, in certain industries, social marketing strategies can be a major source of traffic and revenue from these community-based gathering places.

The mix of marketing and social media services is an obvious concoction – socially minded mediums act as gathering places for likeminded individuals and so the potential of profitability through marketing using these venues increases exponentially. A social marketing company can capitalize on the grouping of individuals and market their services, products, or website to people where they are online – which is just one method of targeted advertising.

How to use social media marketing effectively

Social media marketing is relatively simple in theory; though the complexities of executing wildly successful social-web marketing campaigns oftentimes require help from an established social marketing company. In simple terms, effective social marketing campaigns revolve around giving users content that they can share with others. Whether it is a funny video, a “top 10” list, a controversial opinion, or even just a thoughtful image, viral marketing and “bait worthy” material is the most effective way to use social media to grab the attention of your audience.

Examples of social media websites

The social web is so ingrained into the very fibers of the internet nowadays that there is a social hub for just about any taste or flavor out there. Scrapbookers, skateboarders and hubs for mothers-to-be, there is a dedicated social spot on the web for just about any popular topic. Here are a few examples of social-networking/ social media websites:

- Business-focused social networking websites including Facebook, Linked In and Ryze
- Social sharing networks including blogs, forums and services like Twitter, Youtube and Myspace
- User review websites such as Amazon, Google Local, Yelp and Kudzu

© Copyright 2010 Resource Nation, Inc. All rights reserved.

Best Practices and Tips for Online Marketing

- **Track your results** – the fields of SEM and SEO are very fluid. What works best for one website may not work out as well for a different website, even if it caters to the same industry. In order to maximize the effectiveness of your online marketing strategy, your online marketing consultant should always track the results for every campaign that you run.
- **Get references** – In the SEO consulting / SEM management field, references mean everything. References will tell you how easy it is to work with a certain internet marketing company, how effective their tactics were and whether or not a specific company is a worthwhile consideration for your website's marketing and advertising.
- **Avoid guaranteed placement schemes** – Most boasts by search engine marketing firms that include "guaranteed placement" are misleading. Oftentimes these claims for guaranteed top ten listings rely on pay per click advertising, which requires ongoing payment, as opposed to natural rankings through SEO and SEM, which require minimal upkeep once implemented.

Something for you to keep in mind while you are on your search – no company or individual can technically guarantee placement in search engines unless they have direct access to a search engines' database. While there are tried and true methods that typically lead to increased rankings in search engines – nobody aside from the search engine operators themselves can guarantee top placement in the natural results pages.

- **Purchase all-inclusive services** – by purchasing full-scale online marketing solutions as opposed to individual services, such as ordering SEO services, PPC and SEM management through different companies at different times, you will likely be able to save some money on your website's marketing services.
- **Shop around** – There is no shortage of search engine optimization consulting firms or full-service online marketing agencies. Rates for services can vary greatly between companies, and by taking a little bit of time to check out different offers, you can actually save a great deal of money in the process.

While basic online marketing strategies may be able to be implemented by a few savvy in-house team members, effectively advertising and promoting your website online requires a specialized set of skills. Finding an online marketing business is not difficult in the least, and when you consider the potential

© Copyright 2010 Resource Nation, Inc. All rights reserved.

gains of hiring an established and qualified internet marketing firm to handle your business' advertising and promotion – it should be a simple decision to make.

We hope that our guide has shed some light on the world of online marketing, the terms of the industry and a few of the methods used by search engine optimization and marketing professionals to enhance the effectiveness of your website online. When you are ready to find an internet marketing company to help you with your advertising and optimization goals, use our form to find qualified consultants and internet marketing providers in your area.

© Copyright 2010 Resource Nation, Inc. All rights reserved.