

# eminent onlinemarketing

## Internet Marketing Newsletter

Edition 3, January 2011

### Happy New Year from Eminent Online Marketing!

Here comes January holding with it our resolutions for the New Year in addition to our revised plans and new directions for both our businesses and personal lives.

If your plans for 2011 revolve around business growth and improving your marketing channels, then the Eminent Online Marketing newsletter is just the right thing to read!

In this month's newsletter you'll discover:

- Our prediction of the top 5 internet marketing means that are going to prevail in 2011.
- Why customers reviews are essential to improve your online marketing.
- This month's success story highlight: How our team helped BLYSS GmbH develop its social media strategy.

Taking into consideration your feedback and suggestions from the last months, we at Eminent Online Marketing, are also implementing changes for the coming year – just read through the News section on the right.

We look forward to a happy, healthy, successful and prosperous year together in 2011.

Yours sincerely,

Janna Junglaus



Sydney 2010 NYE Fireworks - Photo taken by Shanon Wells

### News

Listening to our clients feedback and suggestions from the past few months, starting January 2011 we will be implementing new and updated SEO service packages for 2011.

The packages are based on a set price with an optional ongoing monthly service following the initial campaign.

The packages cover the initial campaign and include:

- \* Keyword and market research
- \* On-page optimization
- \* 3 months link building
- \* 3 months monitoring, tracking and optimizing your campaign.

The packages, ranging from \$2,950 + GST to \$7,950 + GST, are available from now on.

More information is available at

<http://www.eminentonlinemarketing.com.au>

## 5 Trends To Watch For in 2011

Every year it becomes clearer that the internet has changed the way we live and therefore the way we do business. Consumers are becoming more comfortable buying online, we use Google to search for local businesses and services instead of the Yellow Pages and these days most of us even do business on the run – using mobile internet from our phones and laptops.

As David Meerman Scott says in his book “The New Rules of Marketing and PR”:

“Marketers must shift their thinking from the short head of mainstream marketing to the masses, to a strategy of targeting vast numbers of underserved audiences via the Web.”

Here are the 5 biggest internet marketing trends for local businesses to watch out for in 2011.

### Facebook Advertising

Facebook is continuing its transformation from a college-social-tool to a fully fledged internet giant that businesses can profit from. With its strategic alliance with Microsoft firmly established, Facebook is set to develop even more business friendly tools in 2011.

Facebook now gets more visits than Google, and with its use of social marketing (see below), marketing on Facebook is becoming more powerful by the day.

We are currently getting the best results with Facebook pay-per-click advertising, which is highly targeted and more cost-effective than Google AdWords. Combined with a Facebook Fanpage, Facebook advertising is a highly cost-

effective way to generate leads and grow your business in 2011.

### Online Shopping

If you’ve read the papers in recent weeks, you’ve seen the discussion around online shopping. It’s clear that the big retailers, including Harvey Normand and Myer, now recognise e-commerce as a legitimate threat to traditional retail.

While most retailers dismissed online shopping as non-threatening until recently, figures show

that consumers in the Western world are becoming more comfortable with shopping online and are putting their money where their mouth is.

If your business sells products or services, you can take advantage of the e-commerce trend. The ability to up-sell, down-sell and cross-sell

through automatic systems can streamline your sales process and increase your profits. Combined with an effective traffic strategy, such as search engine optimisation, Facebook advertising (see above) and social marketing (see below), an online sales channel takes advantage of what’s working right now and delivers a huge increase in sales.

### Social Marketing through Reviews

Online reviews have been present since the internet started. It’s a natural behavior for people to comment on products and services they have used – whether in a positive or negative way. Recent months have seen online reviews incorporated in more and more popular traffic tools, such as Google Places and Hotspot. In combination with social media, such as Facebook, LinkedIn and other social media channels, reviews and social marketing is becoming part of every business, whether they are prepared for it or not.

Smart businesses are taking advantage of online review platforms and encourage customers and clients to share their experience with others. They know that “social proof” is a powerful concept that convinces prospects without a hard-sell.

Some business owners would rather turn off any review functions than risking a negative review on their business. However, dealing with negative feedback and resolving customers’ problems is part of every business – and turning an unsatisfied customer into a happy one in the public eye can be the strongest endorsement of your customer service yet.

The truth is the trend for online reviews and social marketing is only going to grow and it is essential for any business in the public domain to implement a strategy that not only encourages customer reviews but also deals with negative feedback when required. Such a strategy is not only going to grow your business by using the concept of “social proof” it will also grow your brand.

## Video Marketing

Video marketing has taken over much of the internet. With YouTube exceeding Google as the biggest ‘search engine’ by people looking for instructional videos and information, there is an exceedingly big opportunity for local businesses to achieve great marketing results by working with videos.

Video helps you to connect with your customers and deliver the right message, without you actually having to be present. Some smart optimisation can help your videos be found in search engines, from YouTube to Google and Yahoo. In addition, videos spice up your website content, engage viewers in new ways and set you apart from the competition.

## Geo-marketing

Geo-marketing, the incorporation of geographical information into your marketing, has steadily grown in 2010 and will continue to do so in 2011. Google has been on the forefront of this trend by delivering geographically

relevant search results and displaying them on Google Maps. Facebook has also included geographically relevant information by letting people check into places such as cafes, restaurants or public places, which helps to market those locations that are being visited frequently.

In the US, location-based social networking site Foursquare has previously teamed up with companies like Starbucks and Diesel to deliver hugely successful marketing campaigns.

Whether your business is location specific or you simply want to target customers and clients in a certain geographical area, the developments in geo-marketing are certainly the ones to watch in 2011.

Have these trends sparked new ideas for you? There are so many ways businesses can profit from the internet in 2011, make sure you take advantage of the opportunities that suit your business and stay ahead of your competitors. If you’re interested in discussing details of which strategy will deliver the best profits for your business, book a consultation with one of our consultants by calling 02 8580 4836.

## Success Story of the Month

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When starting to work with BLYSS GmbH at the end of 2009, Eminent Online Marketing was engaged to develop effective ideas and strategies for their single-bean virgin chocolate.

A true luxury product and the first of its kind on the German market, the strategy for BLYSS not only needed to reflect the product, the brand essence and values, it also needed to be effective and scalable for the projected growth of the brand.

## Thorough Social Media Analysis

Working with the BLYSS marketing team, we determined the target audience and end consumer of the product followed by a thorough analysis of their social media behaviour. This included an analysis of social media channels they used, what brands they were engaging with

and identifying key 'influencers' within the already existing market.

In November 2010, BLYSS launched at Germany's most influential media and television awards, the BAMBIs. Social media played an essential part to stay in touch with potential customers after the soft launch. We now look forward to 2011 when we will see broader aspects of the social media strategy implemented.

*"Eminent Online Marketing has met all our criteria and more. Not only have they helped us to come up with smart/effective solutions for our digital communications strategy, EOM nestled into our team as a valued advisor and soundboard for a variety of marketing and communications / business development planning/executions.*

*EOM will continue to be an important part of our Go To Market, and we are simply, very grateful, to have a like-mind walking beside us in this adventure."*

Alyssa Jade McDonald, CEO, BLYSS GmbH, Frankfurt/Main, Germany

<http://www.blysschocolate.com>



B L Y S S

## To a Successful 2011!

Our intention for this newsletter is to keep you informed of all the opportunities that exist in internet marketing and share with you how to take advantage of these opportunities when you're ready.

Whatever your business plans for 2011, by reading this newsletter you're already well ahead of your competitors in the internet marketing game.

We are very excited about the amazing opportunities and business growth that 2011 holds for us, and we hope you will continue to share this journey.

If you'd like to discuss the opportunities that exist in the context of your individual business, book a consultation with us by calling the number below.

To your continued success,

Janna Jungclaus

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