

eminent onlinemarketing

Internet Marketing Newsletter

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What are the options?

In the last two months we have had a lot of interesting conversations with our clients and other medium-sized business owners. All of them want to know about the different options for online marketing, how the different aspects fit together and how they can get more bangs for their marketing buck.

One thing is clear: marketing budgets are essential to grow your business and to attract new prospects. Turning those prospects into customers is what you do best by telling people what you're passionate about and the great products and services you can deliver.

We have turned all those conversations into content for this newsletter, so all of you may benefit from the discussions we have had and the solutions we have implemented.

You'll find anything from a comprehensive overview of online marketing methods and how they fit together, why it is important to manage your reputation and the new online lead generation, social media and video workshop we're putting on with our colleagues from Hunting With Pixels.

In the meantime, please join our new [Facebook Page](#) to get frequent updates on new online marketing trends that help you grow your business.



Happy Reading!

Yours,

Janna Jungclaus

News

We're putting on a workshop for medium sized business owners who are interested in generating leads online to grow their business.

We'll be discussing everything from search engine optimisation (SEO), how to turn your website into a sales tool, online conversion secrets and getting a massive return on investment for your marketing budget.

Our colleagues from Hunting With Pixels will teach you how to emotionally connect with your audience through video content and social media.

The workshop will be held in the Sydney CBD over two week nights on 23rd and 30th of March. To book your spot go to:

www.eminentonlinemarketing.com.au

Online Marketing - What Are Your Options?

Recently many clients have asked what kind of online marketing options are available to them – And of course which one they should invest their marketing and advertising budget in.

We have created an overview of the main online marketing strategies, their advantages and their disadvantages, so you can find the most efficient and leveraged way to invest your advertising budget.

Strategy	Advantages	Disadvantages
SEO	Highly leveraged Focused on Lead generation and providing an ROI	Takes 3-6 months to see results
PPC	Immediate lead generation Ads can be highly targeted (timing of ad display, demographic of user, etc)	Not leveraged, there is always a minimum cost per click Budget can be overrun quickly, depending on your industry
Social Media	Customer and prospect engagement Feedback loops User generated content Branding	Difficult to determine ROI Time consuming Ongoing maintenance to be in-house where possible
Video Marketing	Customer engagement Branding Emotional connection with customers SEO rankings for videos Re-purposing of content	Difficult to measure ROI Time consuming and costly to set up if done professionally

Combining Strategies

Of course many of these strategies work well together, however, we consider search engine optimisation (SEO) the king of internet marketing – simply because it creates the greatest ROI and is the most efficient way of using your marketing budget to create more leads to grow your business.

So here is an overview of how the other online marketing strategies can benefit from being combined with SEO.

SEO and PPC

SEO and PPC Advertising – PPC advertising generates leads and collects information from day 1. In the meantime the SEO strategy gets started and implements some of the information collected by the PPC campaign (keywords, ad copy, etc). When the results of the SEO campaign start to kick in, the budget can slowly be re-directed to SEO as it is more leveraged and can therefore lower the cost per lead.

SEO and Social Media

SEO and Social Media: As our last newsletter discussed, many businesses are now starting their own social media campaigns. However, it remains difficult to prove a good ROI with social media, especially considering the amount of time and money that is spent creating content and engaging with customers and prospects. Combining this strategy with SEO, however, helps to increase the visibility of your business beyond the enclosed social media networks and allows customers to find your business based on keywords rather than connections. That said, SEO and social media work well together, because Google now considers it an important vote for your page if it is popular with social media users and is being recommended to others.

SEO and Video Marketing

SEO and Video marketing – Video marketing is a great tool to build an emotional connection with your audience and top leverage your presence. You can be there without actually having to be there. However, you can have the

best quality and well-produced videos on your website, but if nobody sees them they are not going to create an impact. Therefore creating an SEO campaign that increases your rankings and exposes your great videos to more people will help you get a better return on investment from your marketing budget.

SEO and Public Relations

Public Relations – Public relations, whether focused online or offline is all about creating your brand and adding credibility. Gaining coverage in mainstream news publications, and creating an online buzz with bloggers and social media is a great way to get your brand out there. Combining this approach with SEO is a great way to get your business and brand in front of even more people and leveraging your credibility from news coverage for other people who come to your website.

If you're excited by any of these strategies and are looking for introductions to great companies who can help you, simply send us an email and we can help you out.

Reputation Management - Dealing With Negative Feedback

In the last newsletter you read an article about online reviews. This month we want to write about something that is directly related and has a huge impact on whether your business can grow profitably: reputation management.

Whether you acknowledge it or not, your customers and prospects are talking about you – that is why reputation management is essential in today's world.

You can do all the advertising and marketing you want, if people are looking for info on your business and they find a bunch of negative feedback, they're unlikely to buy from you.

There are three steps to your basic reputation management:

- Receive
- Respond
- Re-build

Receive

The first step is for you to receive the feedback, and a huge part of this is awareness. Yes, some feedback may land in your email inbox, but most of it is going to be posted on forums, social media channels and review platforms.

Of course there are many complex ways and software to monitor your reputation, but you can also use some simple and free systems that you can set up today to monitor what people are saying about you online

- You've probably heard of Google Alerts by now. It's an automatic monitoring service that sends you a daily or weekly email about your alert topics. This should include your business name, the business owner's name, product and model names, and anything else that you think should be monitored closely.
- Another great alert software is Twilert – which specifically sends you alerts from Twitter. Monitoring conversations, topics and hashtags (# Tweeter's way of having an ongoing conversation with others even though it is limited to 140 characters) Twilerts are especially important if your target audience uses social media – it doesn't matter whether you have a Twitter account or not.

Respond

The next step is to respond to any type of feedback or comment that involves your company – whether it is positive or negative. In many cases, online reviews and comments of a product or service are a way of expressing feedback that was not heard or acknowledged in the store.

The timing of your response policy depends on your monitoring mechanisms and capacity to respond using the same online channels as your users. With established policies specifying response time somewhere between several hours and several days, your company should really respond within a week.

In many cases, negative online feedback can be turned into a positive by making customers feel heard and let them know that you are working hard to solve their problem. Often it's not the problem itself but how you deal with it that makes an impression on your customers and prospects.

Rebuild

If there is unwelcome material about you or your business online that is unsolicited, you may want to approach a lawyer for legal advice on how to handle the situation.

In terms of rebuilding your image, a PR specialist, or an expert in internet marketing can help you add some of your own positive material to the online feedback. Spreading some of your glowing customer testimonials, and engaging customers with your brand can help you re-build the relationships with your customers and the perception of your brand more quickly than you ever imagined.

Success Story of the Month

In the last 6 months we have taken a lot of time and effort to find strategic partners in the marketing and communications industry to work with Eminent Online Marketing.

From web developers, to graphic designers and PR consultants, developing strategic partnerships helps us to bring better service to our existing clients. And of course it opens doors for new clients to find us.

In this newsletter, we want to introduce you to Cavalletti Communications, a communications agency specialising in personalised business copywriting, branding and marketing communications. Cavalletti Communications helps businesses find their unique voice in an often crowded market - by defining their niche, connecting them to their clients and simply making words work to get the message across.

"I often work with Janna, and regularly recommend Eminent Online Marketing's outstanding SEO expertise to my clients. Janna and her team simply are among the most effective, honest and knowledgeable SEO specialists out there. And they create an exceptional return on investment for my clients every time. Janna's ability and interest to truly understand each client's business, her technical skill and personable approach deliver measurable, first-class results for any business."



Daniela Cavalletti, Owner
& Chief Copywriter at
Cavalletti Communications

Twitter: [@CavallettiComms](#)
LinkedIn: [DanielaCavalletti](#)
Facebook: [Cavalletti
Communications](#)

How are you planning to grow?

With such an exhaustive overview of the online marketing and communications strategies that are available to grow your business, it's now up to you to decide what will be the most effective method to grow your business.

When you make a decision, keep in mind:

- Your target audience and what internet marketing strategies are likely to appeal to them.
- Your team's strengths and weaknesses to determine which strategies will be most effective, especially if your staff are involved in the planning, implementation and maintenance phases.
- Your desired results and proposed KPIs. Because online marketing is an investment, not a cost, we make sure that your investment returns the business growth you desire.

Yours,

Janna Jungclaus

Eminent Online Marketing

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

Ph: 02 8580 4836