

Internet Marketing Newsletter

Edition 1, November 2010

Congratulations for receiving the inaugural Eminent Online Marketing, Internet Marketing Newsletter

I am extremely grateful to have you as a reader.

I have created this newsletter to share answers and solutions for the most commonly asked questions about internet marketing. Besides articles on the most frequently discussed topics, you will also read success stories of business owners who have successfully taken their business online and are smiling as they look at their bank account each day.

Just by reading this newsletter you have taken the first step to discover how internet marketing may help your business.

If you have any questions or feedback, simply contact me at

janna@eminentonlinemarketing.com.au

Janna Jungclaus



Me with
Networking
Expert Robyn
Henderson at a
recent
presentation

News

Have you considered adding Video to your website?

Adding a video to your website is also a great tool to introduce yourself to your customers and build rapport.

Our friends at the video production company *Hunting With Pixels* in the Sydney CBD are opening the doors of their studio for free video shoots on November 10 and November 17.

If you've been thinking about video but haven't yet made the decision to go ahead – this is a great time to try it out at no extra cost.

Hunting With Pixels specialise in video production for SMEs and Government Departments. Their studio is located at in their Studio at Level 2, 822 George Street, Sydney.

Call 1300 505 262 or visit

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

What is Online Marketing?

What actually is Online Marketing? When someone asked me this question at a recent networking event, I was surprised and delighted. While most of us just talk about online marketing as if we all know what it is, actually understanding what it is about and what it can do for your business is the first step to your successful internet marketing strategy.

After the networking event, this gentleman and I sat down so I could answer all his questions about internet marketing and help him understand what it is about. So, even if you already know a little bit about internet marketing, I would like to ask you to suspend your beliefs for the next few moments while you read this article, so that you can share our insights and new understanding of online marketing.

Online Marketing is all about you.

Really? People often ask me about search engine optimization (SEO), Google AdWords, Website Design and Video Marketing – but the truth is online marketing starts with you and it ends with you. It's all about you, with a good strategy and some supporting tactics in place.

To answer the question “What Can Online Marketing Do For Me?”, is one of the most exciting stages in the process of creating your internet marketing strategy. It allows you to play to your personal and business strengths, to re-examine opportunities in your current business and to set your eyes on exciting profit targets. The question that makes my client's eyes shine is “What if we could get you just one new customer per week?”

Our Unique Process

Our unique process allows us to understand your business and design your strategy according to your individual strengths and opportunities. The result is a wholistic approach that allows us to make sure your internet marketing works right from the beginning, all the way to the end when you have a new customer.

A lot of companies who ONLY do SEO or Google AdWords would be happy to take your money and only focus on one piece of the puzzle – traffic. But because they are not responsible for helping you convert that traffic it can be a total waste of money.

So, that was my answer to the question of “What is Online Marketing?” A strategy that plays to your unique strengths and opportunities to allow you to generate more leads, attract more customers and thereby make more profits with the help of the internet.

Fact Sheet

According to the Australian Bureau of Statistics (ABS), in 2007-08 Australian businesses made online sales in excess of \$81 billion, an increase of 20% from the previous year.

Online income for Australian businesses is expected to rise even further, as internet access spreads even wider and people become more comfortable making purchases online.

Source: 2009, Australian Bureau of Statistics (ABS), Summary of IT Use and Innovation in Australian Business, 2007-08

4 Steps To Turn Your Lazy Advertising Budget Into an Effective Lead Generation Machine

If you're anything like most business owners I talk to, you are keen to get more leads and more customers so you can grow your business and your profits. And, if you're anything like most of those business owners, you have at some stage decided to invest money into advertising and marketing to make this happen. Whether advertising in newspapers or magazines, on the radio or on TV, in the old-fashioned Yellow Pages or anywhere online – if done the wrong way advertising can be very expensive and eat your budget before you've seen a single result.

And unfortunately for most business owners, they do everything about their advertising wrong. They might fall for a savvy sales person or simply do what everyone else does – without considering their target audience and their desired business outcomes.

Well, the truth is spending money simply because that's what people do, isn't going to cut it. Most business owners these days know that traditional advertising is getting less and less effective... if it works for you at all.

Here I share with you my simple 4 step process to turn your lazy advertising money into an effective and hard working lead generation machine.

1. Cut Your Losers

If you have an advertising campaign that is not working for you – stop it as soon as possible. The reality is that the money you are losing every week could be getting you highly qualified leads once you have put the other three steps of the process in place. For example, if your Yellow Pages ad is costing you 15K every year and the only calls you get are from people shopping around, you should pull it as soon as possible. If you don't know which of your advertisements are getting what results, the first thing you need to

do is talk to us about implementing a tracking system (Step 3).

2. Strategy

After you have stopped your leaky bucket by cutting your bad advertising investments, it's time to go to the drawing board. Finding the right strategy that will suit your business and targets your ideal client is essential. Although it sounds simple, digging deep into why you want a particular outcome for your business can often reveal surprising results – the problem might not be what you think it is!

3. Test and Track

Once you have revised your strategy and are clear on your desired outcomes, your budget and the factors that will make your new advertising and marketing strategy a success, implementing a testing and tracking system will show you any red flags as soon as possible. With a system such as this, you know exactly how much each new lead costs, what your conversion rate of those leads are and how much each new customer is worth to your business – initially and over a lifetime. The key to any effective lead generation is testing, tracking and tweaking. Small changes can mean very large increases in response.

4. Let Your Winners Run

If you have an advertising campaign that is getting you great results, then there is only one thing for you to do: Keep it running and do more of the same! Too often businesses stop their advertisements, even if they are getting great results, simply because they think they need to do something “differently”.

With this simple 4 step process, you'll be able to maximise your current advertising budget. Of course you can contact us anytime to receive an expert opinion on your unique situation.

Success Story of the Month

Eminent Online Marketing started working with Veronique Vallieres, Strategic Marketing and Communications Expert in late 2009, when Vero was representing an international luxury brand based in Frankfurt Germany.

“Janna is a very enthusiastic person whose approach to work can only be that of someone who’s passionate about what she does, and that sentiment gets across to positively infect everyone in the team” says Vero of that initial project.

Our working relationship has since further developed: “Janna has also contributed beyond her internet marketing expertise to provide that often-needed outsider’s insider perspective on our varied projects and business strategy in general, which has proved insightful time and time again.”

With Vero based in Canada and Germany, and Eminent Online Marketing based in Australia and Germany, we have had little face-to-face time and have therefore developed our own proprietary, virtual collaboration methods which all our clients benefit from.

In addition we have created various unique proprietary tools and processes for online communications and social media strategies that have saved our clients thousands of dollars and hours of time.



Veronique Vallieres and Janna Jungclaus at a rare face-to-face meeting in Europe, July 2010

Thank You!

Thank you for joining me in reading the newsletter. I hope you’ve enjoyed reading it, as much as I enjoy producing it.

Just by reading this monthly newsletter you are taking the first steps to discover how internet marketing will help your business and profits grow.

As you get to know me and my business Eminent Online Marketing better you will see how passionate we are about helping business owners to build on their strengths and opportunities to grow their business and profits through online marketing.

I look forward to sharing future newsletters with you. If you have any feedback or questions, please get in touch. I would love to hear from you.

Eminent Online Marketing

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