

10 WAYS TO BE AN EFFECTIVE INBOUND (INTERNET) MARKETER

1. BE FINDABLE



- 92% of all clicks come from 1st page results, 85% of those are from organic listings, 15% from ads.
- Therefore, your website needs to be optimized for search and your business needs to be listed CORRECTLY on search engines and local directories people use to find you.
- 19% of local businesses aren't even listed in directories. Many businesses haven't claimed listings. Directory listings may contain wrong business names, addresses or phone numbers.
- Paid ads are used to supplement search marketing efforts when your business is either unable to achieve a first page ranking or you want to match an active need of the searcher with a product or service you provide.

2. GIVE TO RECEIVE



- You have 3 seconds on your website to attract a visitor's attention.
- Think like the customer rather than the owner.
- The way to the customer's wallet is by creating the right conditions for them to buy or contact you.
- Lead them through the sales process at their pace, and then continually re-affirm their decision.
- A useful website seeks to get the visitor to do something besides just look at you. You want them to call, signup, download, playback, or purchase. Your content needs to be motivating and differentiating in relation to your competitors for them to heed your call to action.

3. BE SHAREABLE



- The top 5 reasons why people share content is because they believe it is useful, important, funny, something they believe in or something they want to recommend.
- Nine out of 10 people will make a decision based on input from people they know.
- Seven out of 10 people will make a decision based upon consumer opinion (reviews), editorial content, brand websites, and email correspondence.

4. EMBRACE RESEARCH



- You can't target your market effectively if you don't know who's visiting, where are they coming from, what pages are they seeing, how are they getting to you, what actions are being taken, and what device (pc or mobile) they use.
- Measuring visitor activity and conversions allows you to allocate your resources more efficiently, improve your content and sharpen call to actions to increase your response rate.

5. BE ACCESSIBLE



- Often you don't know when people are going to buy. But you want to be top of mind to them when they are ready to buy.
- Communicate with them regularly via email to make yourself memorable.
- Be available on the medium they use to connect with you. Your website needs to be mobile friendly by either having a responsive website, mobile site, mobile application or a combination.
- Know that social media sites like LinkedIn, Facebook, Google+, and Twitter do not serve the same purpose or provide the same benefits for businesses. Which is right for you?

6. BE CONSISTENT



- Keep pounding the same message to strengthen your brand. Although you'll get tired of it way before the public or your target market hears about your message or can remember it, persevere.

7. BE STRATEGIC



- Don't leap into joining a social network or blogging before you decide what you're trying to accomplish, what the underlying message should be, and whether you can sustain the effort.
- Integrate the same message into email campaigns, your website, social media, and traditional media so each medium is working in concert with one another instead of separately.

8. KNOW THAT INTERNET MARKETING IS PERPETUAL, NOT FIXED.



- The expectations of visitors exceed that of receiving a business card.
- Putting up a website is the beginning not the end. Websites need to be refined and adjusted as your visitor activities change. Optimization efforts should be monitored on an ongoing basis. Link building with other websites is never complete.

9. MARSHALL YOUR FORCES



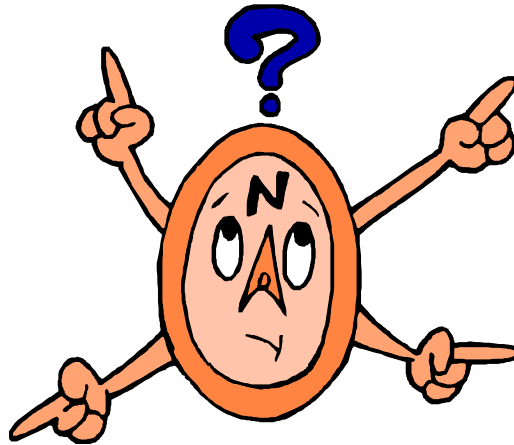
- Your entire staff should play a role in marketing your business through social media.
- Have a social media policy. It's your opportunity to coach your staff to be advocates.
- It's unlikely that doing everything by yourself will allow you to achieve your best ROI (return on investment). Hire some staff if necessary, use some outside help, or do a combination of both.

10. EXPERIMENT



- We are in the first inning of the "new communication" age. Smart businesses obtain better results by continuously testing and refining their email subject lines, pay per click search ads, landing pages, and call to action devices.
- Give video a try. People like to watch more than read. They will stay engaged with you longer and you have the opportunity to make a more lasting impression.

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1. Website content is static and rarely changes.
2. Website visitors aren't asked to do anything or calls to action are buried on hard to find internal pages.
3. The website isn't optimized for phrases searchers use to find you and the business isn't listed on local directories.
4. On Facebook more than 24 hours passes before comments are answered, if at all.
5. Brand advocates are treated like everyone else, not special.
6. Weeks or months go by between blog posts.
7. The website doesn't contain an analytics package or business owners ignore it.
8. Email isn't personalized, readable on mobile devices, or available in text and HTML form.
9. Email response rates aren't tracked. Email subscribers aren't segmented according to their level of interest in your product or services so they receive messages that aren't relevant.
10. Marketing and sales departments work at cross purposes, not in support of each other.