EFFECTIVE DIGITAL MARKETING STRATEGIES

Sweet Results with Digital Marketing in 2020

A Step-by-Step Guide to Building a Digital Marketing Program That Works

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HiveMind STUDIOS

Welcome to HiveMind Studios

As one of the premier local marketing firms in Northern California, HiveMind Studios is looking for companies who need to:

- Energize their website to deliver more traffic and more leads.
- Change their overall positioning, messaging and branding as necessary.
- Expand the role of marketing in nurturing and converting leads.
- Embrace newer digital marketing strategies and tactics.

If you haven't heard of us before, you may be wondering: *who are these guys?*.

Ask around or head to LinkedIn. We've been around the block a few times serving Silicon Valley for the past two decades.

We help good businesses with great ideas and make them leaders in their industries by updating their branding and digital marketing.

Here's what you can expect:

Industry Expertise: talented staff with background in both digital and traditional advertising.

Shared Vision: we know how to translate your company's branding and messaging into digital channels.

Related Background: while not essential, experience working with similar companies or in similar industries helps agencies accelerate the learning curve.

Proven Track Record: references & case studies show that we have been successful providing these services to our clients.

DON'T BE SHY

If you're ready to get started, give us a call at **(669) 223-1578** or send us an email at hivemindsanjose@gmail.com

You won't get a sales pitch. We're happy to strategize or simply chat about your business and goals.

Introduction

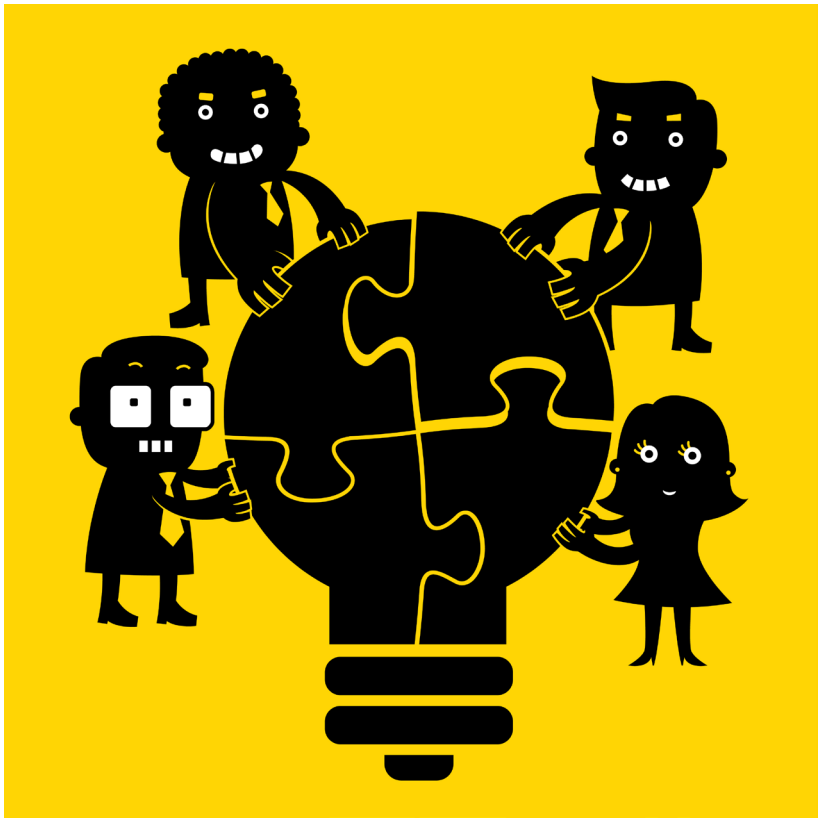
If you're reading this ebook, chances are you're either a corporate marketing professional or a business owner who understands that marketing today is different than it was a few years ago. Traditional marketing tactics, like attending trade show events and running print advertising, are becoming less effective and more expensive.

The new marketing arena is the internet, and if you're neglecting to market your business there, you're missing out on the sweet business results that an effective digital marketing strategy provides.

Whether your business is just getting started with digital marketing or you simply want to brush up on the basics, this ebook provides essential guidance for setting up and implementing a successful digital marketing strategy, step by step.

We'll cover everything from establishing your initial keyword strategy to leveraging social media to promoting content online all the way through to analyzing and refining your strategies.

By the time we're finished, you'll be able to fit the pieces together perfectly.



Why Do I Need Keywords?

A keyword is a word or phrase that a person enters into a search engine like Google and Bing or a social media site like Facebook, Twitter, or LinkedIn, to obtain more information.

Why Build a Keyword Strategy?

More and more consumers are finding businesses online through search engines. How do they find them? By searching for questions, words and phrases that describe the product or service they want to find. These words (and phrases) are called keywords! Fortunately, you can take advantage of this by making sure that your website focuses on the keywords most relevant to your business.

While it's difficult to know exactly which keywords will be used by the most genuinely interested people, there are ways to determine the popularity and competitiveness of most keywords.

In this section, you will learn how to define which keywords will maximize your potential results.

Determining the best keywords for your business involves research, competitive analysis, and a bit of brain-power, but this essential step fuels all other digital marketing tactics.

Creating a Keyword Strategy

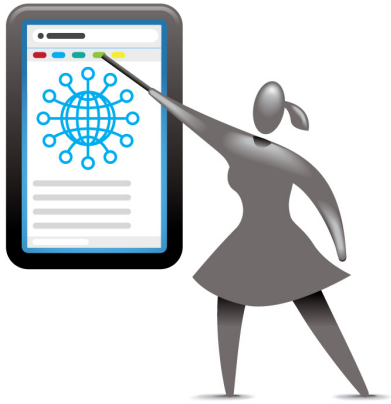
1. **Create a list of 3-5 keywords that apply to your business.** Imagine you are searching for your products using a search engine like Google or Bing. If the search is not familiar with your business — and many are not — the name of your business or of your brand does not make a good keyword. Instead, think of words and short phrases that relate at the core to your product or service.

2. **Choose keywords based on difficulty and relevance.** The greater the volume of searches on a keyword, the more competitive it is. How do you find that out? There are a number of different tools, including the Google Keyword Tool, that you can use to determine the competitiveness of a specific keyword. The more competitive the word, the more difficult it will be for you to rank high in search engine results. If you are a small- or medium-sized business, you want to choose keywords that are less competitive but still strongly related to your business.

   Another important factor for picking keywords is their relevance to your business. While some obscure terms might be easy to rank for, they might not be relevant to your business.

   Your goal is to find a balance between relevance and difficulty. To get started, choose about 5 keywords that seem to match your business well. We will be discussing this more in Chapter Eight: "Analyze & Refine Strategies."

3. **Optimize your website around your keywords.** Now that you've chosen your keywords, you should make sure they are incorporated into your website. We will talk more about this in the upcoming chapter on website optimization (Chapter Two).



Pay Per Click Keywords

Paid Search advertising is competitive. The costs per keyword are directly affected by the number of competitors who are also bidding on them, as well as the cost they are willing to pay. For this reason, you'll see expensive prices for lucrative keywords such as mortgage loans, auto insurance and real estate.

With costs at $10+ per click, some industries are just difficult to infiltrate. Long-tail keywords are the key to getting into these competitive industries at a much lower cost per click while producing results for your pay per click campaign.

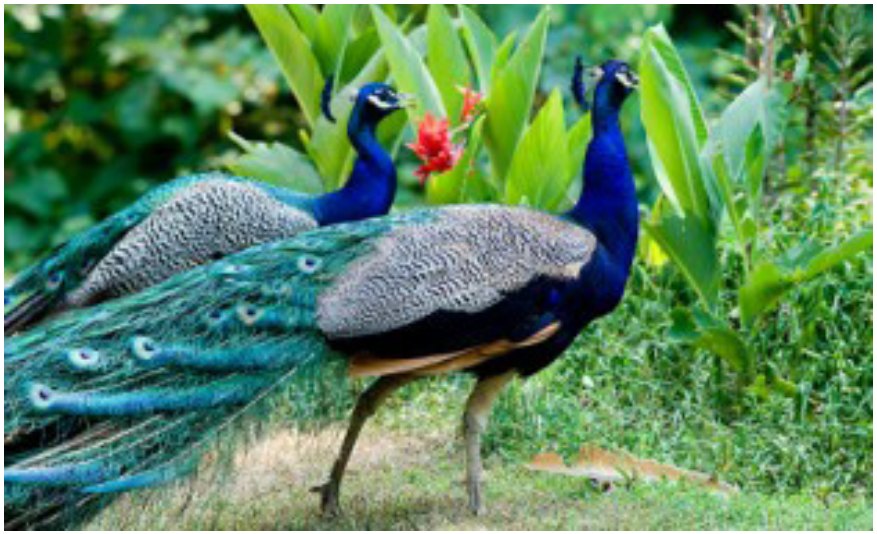
Identifying the Best Long-Tail Keywords

There are several ways to choose keywords, but for now, let's discuss four that are best.

1. Webmaster Tools

Using Google Adwords for your website gives you a Google account where you can access Google Webmaster tools. This is now the only place to see all of the incoming keywords used by search visitors (outside of having a secure website). When you get visitors through search, you'll see the keywords they searched for within this tool.

The benefit of using these keywords is that you know your site is already ranked for them, and you should have a decent quality score, leading directly to a low cost per click.



Long-tail keyword phrases are your best friends. In a crowded marketplace, they can help you generate the right traffic volume to your website.

A major downfall to using Webmaster tools to get a list of long-tail keywords is that the list is limited to keywords from which you are already getting visits. Ideally you'd like to reach others who aren't already seeing you in search results.

For this reason, I suggest the following:

- Use these keywords and phrases as a starting point. Make changes to them, such as the order of words in a phrase, and come up with very similar keywords that mean the same thing.
- Don't use this as the only method for building your pay per click keyword list.

2. Keyword Planner

Google Adwords offers another option to help you come up with your long tail keywords. Their pay per click keyword planner gives you lists of keywords you can research and use in your campaigns. If you've never used it before, here are a few tips:

Start with two word key-phrases to begin your search. This gives you a nice root to work with, and should return several related terms. Make a list of those keyphrases, because you'll search for them as well. The further you drill down, the more long tail keywords you'll discover.

Choose long-tail keyword phrases with at least 4 words. For instance: noise canceling stereo speakers for kids or dog training Labrador puppies. The more specific your phrase is, the more likely it is to give you sweet results.

3. Use Your Website

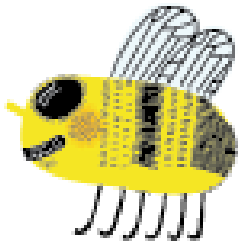
Inside the Google Keyword Planner you can insert your website domain to see what keywords Google thinks your website is about. These keywords should give you the high quality score and low cost per click you need for a strong ROI PPC campaign.

4. Cheat!

The last suggestion I have is a quick cheat. Use a spy tool that lists the keywords your competitors are using for their own campaigns. Having these lists of keywords can save you time and money on testing, because if your competitor is going to continuously bid on them, they must be getting some return.

While it is tedious work, identifying long-tail keywords is the most effective and lowest cost way to siphon your share of traffic from search engines.

If the time investment for this kind of campaign is too massive for your business, we can do it for you. Contact HiveMind Studios to start improving results from your PPC campaigns today.



Website Optimization

What Is Optimization?

Optimizing your website for a select group of keywords increases your chance for achieving a high ranking in search engine results. For best results, you need to rank on the first page or in the first few search results for your keywords.

What You Should Know About SEO

SEO consists of two activities: on-page SEO and off-page SEO.

On-page SEO refers to the modifications you can make to your website pages to improve how your website's content is presented to search engines.

These changes, which can often be made quickly and easily, may yield immediate improvement. While on-page SEO accounts for only about 25% of how search engines score and rank your website, it's worth tackling first.

The importance of optimizing your website cannot be over-estimated. Everyone uses search results on Google or Bing to find important information.

Nine Tips For On-Page Web Optimization

Off-page SEO refers to your website's overall "authority" on the web, which is determined your website's relationship to other websites. Since you have less control over how other websites refer to your website, this can take substantial time to improve.

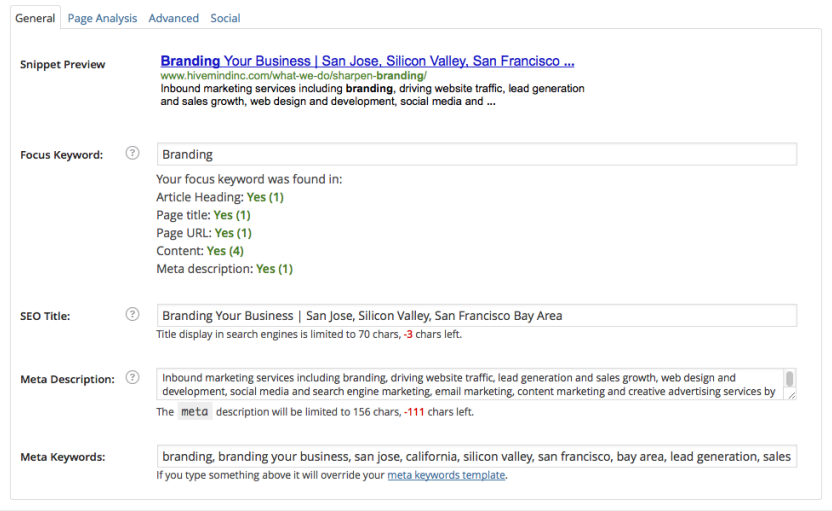
Test Your Website

To find out how well optimized your website is, run it through a free web performance tool, such as Woorank (www.woorank.com). This tool will analyze your website and provide you with an overall score between 0 and 100. The higher the score, the better.

1. Page Title

Page titles are one of the most important on-page SEO factors. Page titles are the text you see at the top of your browser window when viewing a web page. They are also the title of a page that is presented in search engines. Page titles can be found and edited in your site's HTML or via a good content management system. Here are a few guidelines for coming up with effective page titles:

- Include keywords.
- Make each title fewer than 70 characters long. Longer page titles will not be seen in your web browser or in Google search results.



Your website content management system may give you control over meta information and assist you in on-page optimization effectiveness.

- Put keywords as close to the beginning of the title as possible.
- Make it readable for visitors.
- Include your company name at the end of the page title, unless you are a big brand and people search for you by your brand name.
- Use different page titles for each page. Each page is an opportunity to target different keywords.

2. Meta Description

A meta description is the text seen as the short (<150 characters to be exact) description of a website page in a Google or Bing search. These words should support the title of the page, add keywords and relevance, and add information that might catch a searcher's attention. If a meta description is not included in the source code, the search engine will often display part of the content from the page in its place. The meta description is not visible on your web page, but it can be edited in code or within most content management systems.

3. Headings

Headings on your web pages are numerically categorized (<h1>, <h2>, <h3>, etc) within the HTML code. Search engines interpret these heading tags to determine the content of a page. H1 headings are most important; H2 are secondarily important, and so on. You can use this to your advantage by putting your keywords in the headings whenever possible.

But don't go overboard. Including too many headings dilutes the importance of keywords in other headings. The H1 heading declares the theme of the page. And since each page can only have one theme, there should never be more than one H1 heading on a page. However, you can have several subordinate themes on a page. This is where you would use H2 and H3 headings.

4. Cascading Style Sheets

HTML is the back-end code of your website that search engines read for content. Cascading Style Sheets (CSS), on the other hand, provide information on how to structure and stylize that content. The takeaway here is simple: make sure your web developer uses CSS for all styles. Avoid using inline styles in your HTML because it can dilute the relevance of the included keywords and content.

5. Images

Images on a web page enhance user experience, providing relief from long text blocks, conveying visual information, and adding interest.

But search engines can't see images directly. Add ALT text to describe each image, using keywords appropriately, so that search engines have something to process.

6. Domain Info

Search engine rankings favor sites that are registered for a longer period of time. Longer domain registrations indicate a commitment to the site, reducing the chance of your site being considered irrelevant or spam.

You can extend your website registration for about $10-20 a year.

7. MOZ Rank

MOZ Rank is a general measure of how much online authority your site has. A higher MOZ rank is better. Note that MOZ Rank factors in both on-page and off-page SEO. Improving your on-page SEO may help your ranking, but there is much more you can do to improve it.

8. Google Crawl Date

When Google crawls your site, it updates the information related to it, such as your keywords and other SEO factors. Therefore, you want Google to crawl your site as often as possible.

The best thing you can do to make Google crawl your site more frequently is to regularly produce fresh content and publish it on your website.

9. URL Structure

The URL of a web page is its web address. For example, the URL of HiveMind's blog is http://www.hivemindinc.com/hive-mind-blog/. The structure of URLs reveals how different web pages connect with each other.

To improve your URL structure, work with a website developer on the following tasks:

Avoid deeply nested URLs.

Deeply nested pages will get less SEO credit. An example of a deeply nested URL looks like this: http://yoursite.com/about/management/contact/phone. You can fix this problem by improving your website's overall information architecture.

Include keywords in URLs.

If you've already purchased your main URL, don't worry about buying a new one. Instead, work on your interior pages so that URLS include keywords and do not look like gibberish. For internal page URLs, separate individual keywords with dashes. For example: http://www.hivemind-inc.com/what-we-do/sharp-en-branding/ captures 'sharpen' and 'branding' keywords.

Use 301 redirects as needed.

A 301 redirect forwards an old URL to a new one. Make sure you do this if you change the URL of a page on your site. A common mistake is not applying a 301 redirect between yoursite.com and www.yoursite.com. Search engines will consider these two URLs duplicate content and penalize your overall SEO rankings if you don't make this redirect.

Avoid 'Keyword Stuffing'

After reading everything in this guide, you might think, "Keywords are so important, that I should simply stuff each web page with my best keywords."

Simply stated, this is bad idea. It creates a bad experience for site visitors and it doesn't fool search engines at all. Trying to 'trick' search engines is never a good SEO strategy, and sacrificing readability for SEO is not a good idea either.

Improving Off-Page SEO With Inbound Links

So if on-page SEO accounts for 25% of your overall search engine ranking, what makes up the remaining 75%? As we mentioned before, off-page SEO is based on the authority of your website, or how other websites relate to yours. Websites with higher authority will rank better than websites with lower authority.

One of the main influences on a website's authority is inbound links. When another website links to a page on your website (like a blog article), that is called an inbound link. The search engines figure that the more links going to your site, the better. It indicates that other websites believe that your website offers interesting information. Inbound links from websites with high authority are even better.

While many black hat SEO companies have tried to rig this system by creating link farms, the search engines are not fooled. Today, the best way to attract more inbound links is by creating valuable, remarkable content, to which other websites will naturally want to link. In addition, if you share your content in social media and optimize it so that it can easily be found, your opportunities for attracting inbound links will multiply.

Get Help Directly from Google

Google offers several tools to collect and analyze data of your website. You have probably heard of Google Analytics and Google Search Console. These tools are free to use for everyone responsible for website performance and can give you valuable insights about your website.

Why everyone with a website should use Google Search Console

Google Search Console has been created to easily track the performance of your website. You can get valuable insights from your Google Search Console account, which means that you can see what part of your website needs work. This can be a technical part of your website, such as an increasing number of crawl errors that need to be fixed. This can also be giving a specific keyword more attention because the rankings or impressions are decreasing.

Besides seeing this kind of data, you'll get email notifications when new errors are noticed by Google Search Console. As a result, you're quickly aware of issues you need to fix.

How to Start Blogging

Now that you have developed a clear understanding of your keywords and optimized your website for search engines, your next step is to attract more visitors. Blogging and creating content such as ebooks and webinars are powerful ways to help more of the right people discover your business online.

We'll discuss content creation more later in Chapter Three of this ebook and social media promotion in Chapter Four.

How to Think About Business Blogging

Writing blogs is different than writing sales copy or website copy. Blog posts should not be promotional. You are sharing industry expertise, news, and information that interests your audience.

Most business blogs start with a purpose. What are you trying to educate your industry and potential customers about? This information should be about common industry issues, problems your potential customers face that your product or service helps them solve.

Use Blogging to set your business apart from other companies. You can provide industry expertise, news, and other fresh content for search engines.

A great way to launch your blog is to think about the 10 most common questions prospects ask. This is your time to step forward and stand out by offering an opinion that is unique to you and your business.

Take each one of those questions and write a short article explaining an answer. Do this once a week for 10 weeks and you have a strong foundation for a successful blog.

Remember to let your expertise and passion shine through your blog content, while keeping some of the following business blog best practices in the back of your mind.

Getting Set Up With Blogging

While writing content that is interesting to your prospective customers is important, you first need a way to publish that content online. Thankfully, when it comes to sharing your blog posts, blogging platforms like WordPress, Blogger, Medium and others have made publishing content easier than ever.

These platforms all offer a content management system (CMS) that allows you to easily add content to your blog, without needing to know HTML coding. As a result, you can quickly update your site with industry news or other timely information, without waiting for a webmaster to post your changes.

Your blog should be a section of your business website. Without a blog, your website is similar to a brochure that doesn't change very often. A blog makes your website more dynamic by automatically adding new content for search engines every time you post a blog article. And as we said before, search engines reward higher rankings to websites that consistently add fresh content.

Key Components of a Great Blog Post

An Attention-Grabbing Article Title: Because your blog post's title is the first thing people will see, it's important to make sure that it is concise, keyword-rich (because the header tag is the most important for SEO), and attention grabbing.

If you let your expertise and passion shine through your blog content, you'll attract prospects who are ready to engage with your brand.

Well Written & Formatted Text: The body of your article should be well written and formatted in a way that makes it easy to read. Consider using header tags and bulleted lists to break up content into sections or chapters.

Images/Videos: Relevant multimedia content can make a blog article more memorable and fun to read.

Links: Include in-text links to relevant content. These can also point to landing pages (which we'll discuss more in Chapter Five) to help you generate more leads for your content.

Call-to-Action: Every blog article you publish should include a relevant call-to-action to boost lead generation.

Convert Blog Visitors Into Leads

In Chapter Five, you will learn how to create landing pages and calls-to-action (CTAs) to help convert more potential customers for your business. It is important to remember that your business blog, while providing objective, unbiased information, still provides an important vehicle for adding conversion opportunities.

These calls-to-action should link directly to a landing page that provides access to a more in-depth learning experience, such as an ebook or webinar, after completion of a lead generation form. We'll discuss CTAs and landing pages in more depth in Chapter Five.

Taming Social Media Monsters

Social media is more than just a channel or tactic. It's a strategy that should infiltrate every aspect of your marketing, from building relationships, to listening to the market, to promoting content, to influencing buyers as they're identified as potential leads.

The goal isn't to be good at social media – the goal is to be good at business because of social media. Know why you want to be social first, and then decide how. Because the tools will change. They always do.

Today, people are spending as much time on your Facebook, LinkedIn, Twitter, and YouTube pages as they do on your website. How can you take advantage of this fact? Develop an active social media marketing strategy for each channel important to your business. Here's the way to get started.

Twitter

For many businesses, Twitter serves two main purposes: Keeping you up-to-speed on what's going on around the world, and helping you connect regularly with customers and potential leads. To help you get the most out of your time on Twitter, here are five things to get your started:

No. 1: Build a presence.

Get rid of the default "egg" profile photo and replace it with a quality image that suits your business. Then write a profile description that describes what your business does and includes your website URL.

No. 2: Reach out.

Connect your email marketing with your Twitter followers. Simply import your contacts and find them, follow them and engage with them on Twitter.

No. 3: Start listening.

Listen to your target audiences and learn what they have questions about, what they want, and how you can help.

No. 4: Clarify your social-media goals.

Establish what you want Twitter to do for you. To start with, you may want followers, but your business needs website traffic, leads, and eventually sales. By defining your goals, you can develop content for Twitter that is appropriate to those goals.

No. 5: Experiment

Don't be afraid to experiment. You can test different kinds of tweets, use hashtags, and participate in trend conversations.

LinkedIn

LinkedIn has over 200 million users distributed across virtually every category of business. If you are a B2B company, you need to build both a personal and a corporate LinkedIn profile to help you drive traffic to your website and turn visitors into leads. Here are some ways to get started:

1. Build a corporate page

For B2B companies especially, the chances are good that people will search for your business on LinkedIn as often as they do on any of the major search engines (Google, Yahoo or Bing). They should find a well-planned, clear and concise LinkedIn corporate page designed for lead conversion, with offers for educational content, and compelling messaging.

2. Build your personal page

Many people are also interested in viewing your personal LinkedIn profile (make sure it is complete and delivers a consistent message). This builds trust and adds to your professionalism.

3. Add educational offers

LinkedIn has added a three panel slider bar that allows you to add promotional offers to your business page. Don't limit yourself to bottom of the funnel offers, such as the infamous "Request for Quote." Instead, add educational offers that encourage visitors to self-identify.

4. Share educational information with all your connections

Every time you write a blog post, share the post with all your connections. If they like what they read, they will share it with their connections too.

5. Join up to 50 groups

The basic, free subscription on LinkedIn allows you to join up to 50 groups. Spend some time searching for groups that you think your prospects might join. Wherever possible, review the

group membership profile to see who is already a member and sign up with the best groups you can find.

6. Share educational information with your groups

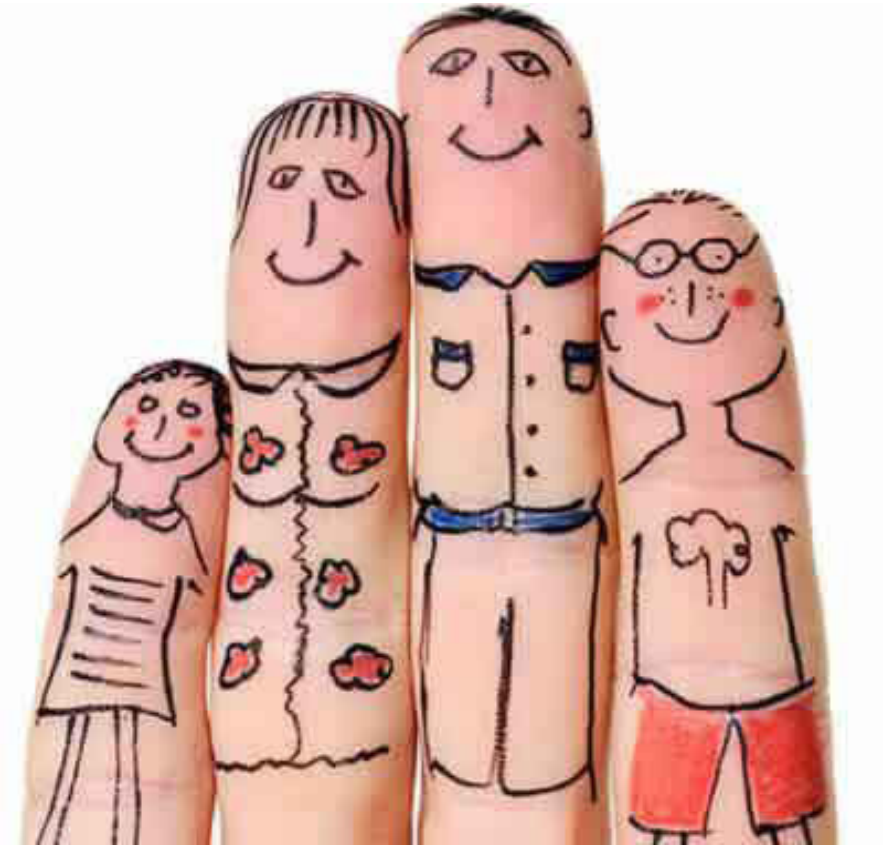
Once you've joined some groups, share your content with your new connections. You do this by checking the "Share with Groups" box, adding your groups, and clicking "Share." Be careful, as some groups will not allow this. In those cases, try to participate in the group conversation and occasionally share information that is in context.

7. Keep an eye on who has viewed your profile

LinkedIn also offers you insight into who has viewed your profile. If they are actively looking at you, they are ripe for a connection.

8. Ask prospects & clients to follow your corporate page

Encourage clients and prospects to follow you. When you post updates to your corporate page, they will be notified.



Social media channels not only help you engage prospects, but also provide a platform for customer advocates to sing your praises.

Facebook

There are more than 1.1 billion people using Facebook every day. This platform offers more than just a way to stay connected to friends and family; it is an essential tool in the B2B marketing toolbox. Facebook allows people to connect with your business via a trusted, popular platform, where prospects can see "real" people (their friends, family or colleagues) interacting with you and your brand. This sets the stage for you to build stronger, more immediate relationships with them.

But, businesses need to strike that critical balance of offering content that is relevant and adds value, with content that just plain entertains. At HiveMind Studios, we ask two questions before every Facebook interaction we plan:

1. Does this help our brand's likeability?
2. Is this interesting, engaging, useful content?

Posting for the sake of posting can actually hurt your chances of being seen. As soon as you post something that is not engaging or relevant, Facebook will stop amplifying your posts and placing them in your fans newsfeeds.

Facebook Pages can help your company build awareness, share enthusiasm, create loyalty, strengthen inbound marketing, and promote peer-to-peer sharing. First, let's break down the elements of a Facebook page – and how you can take advantage of them

Facebook's timeline: what you need to know

Facebook began rolling out its new timeline format back in 2011. The "scrapbook" style lets you prominently display key snapshots of your business' brand, marketing focus, and lets you tell a story and highlight your company's milestones. Interactions, comments on Fan

pages, and "Likes" about your company appear in a user's newsfeed. "Likes" will also appear in a box at the top of their page, keeping you top of mind.

EdgeRank explained

The content you create and share is your "make-or-break" component on Facebook. To get the most out of your Facebook page and presence, having your posts appear on your fans'

newsfeeds is essential. This is where Facebook's EdgeRank algorithm becomes important. EdgeRank personalizes users' newsfeeds and inserts posts it thinks will interest them. In very simplified terms, if users (or their friends) are interacting with your company/brand on a fairly frequent basis, you show up; if not, you get dropped.

Measuring Success

When it comes to Facebook marketing, you can use two metrics to measure your success: engagement rate and the "people are talking about this" rating. Your engagement rate can be determined by dividing your total "Likes" and comments by your total number of fans (Likes + Comments/Total # of Fans). That's why your posts need to spark a reaction.

Your "people are talking about this" rating is basically your "buzz" metric. It measures who's talking about you or your posts. It can be found in your page's Facebook insights as well as on your page.

The next logical question is, "How do we increase our interaction and sharing?" To boost interaction, businesses need to post more often and engage their consumers in a two-way dialogue. More than 70% of interactions occur in the first hour after a post is made.

Facebook Groups

The Group feature is useful for demonstrating your company's passion for a topic, and gathers like-minded people to share ideas. The best part is that the more people that join your group, the more it gets promoted to their friends and networks, increasing the group's popularity and growth. Creating a Facebook Group is a great way for businesses to create awareness, increase inbound links, and foster loyalty.

Facebook Lists

Facebook launched 'Lists' in response to Google+'s circles. Both work similarly. You can subscribe to and organize lists

for different topics or influencers you want to follow. You can also easily view and post to select groups or a company, which makes it easier for you to monitor and engage.

Facebook Promoted Posts

Promoted posts show up in the newsfeed of your fans and are also visible to their friends. These sponsored stories are seen by more people than regular posts, so promote posts that are strong, current, and compelling.

Lead Generation Essentials

If you've been actively working on the tactics suggested in the first four chapters of this guide, you should be seeing a spike in traffic to your website. There's only one problem. All that traffic to your site isn't leading to new business! People are visiting your site, but those visits aren't turning into new customers — or even new sales leads.

This is where you need to focus on converting website visitors into sales leads. To do this, you need to develop a compelling offer for your customers, create a call-to-action to promote your offer, and direct visitors to a custom landing page that collects information.

Step 1: Decide on an Offer

Your offer is the most important part of any conversion campaign. It's the initial promise that attracts the attention of your website visitors and gives them a reason to respond. If your offer misses the target, requires too much thought or effort, or is too weak, response will be limited.

Use Blogging to set your business apart from other companies. You can provide industry expertise, news, and other fresh content for search engines.

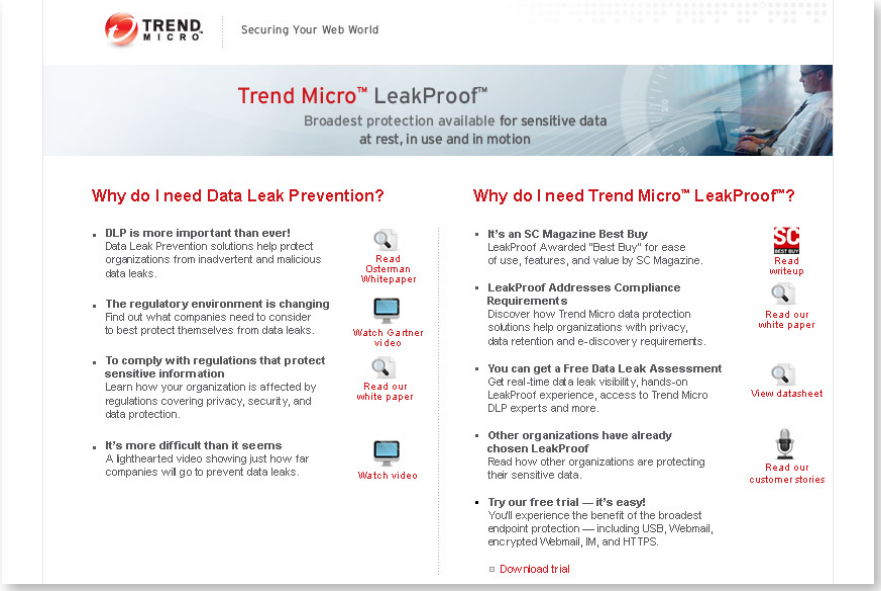
In general, your offer should target the type of sales lead you're trying to attract. For example, if you develop manufacturing software for small businesses, you'd create offers that appeal to COOs.

Typical content offers include research reports, how-to ebooks, slide deck downloads, and archived webinars. Other offers might include a free trial or demo of your product or a strategic consultation. Each offer should be designed to start a conversation that will eventually lead to a sale.

Step 2: Create CTAs

Once you decide on your offer, create a compelling Call to Action (CTA). As we alluded to in Chapter Three of this ebook, a call-to-action is a link (button, banner, image, or text link) on your website designed to grab a visitor's attention and initiate action. The CTA leads the visitor to a landing page, where they are prompted to submit contact information to receive what's being offered.

By submitting that information, the visitor is converted into a marketing lead or sales lead, depending on the offer and level of commitment. An effective call-to-action should convert a high percentage of website visitors into leads.



Landing pages help convert visitors to leads by anticipating their needs and offering them information and choices for conversion.

Step 3: Create Landing Pages

Creating a unique landing page for each CTA is essential. Here are some guidelines to follow.

Eye-Grabbing Headline. The headline needs to grab your visitors and pull them into your landing page. It should convey the problems they are dealing

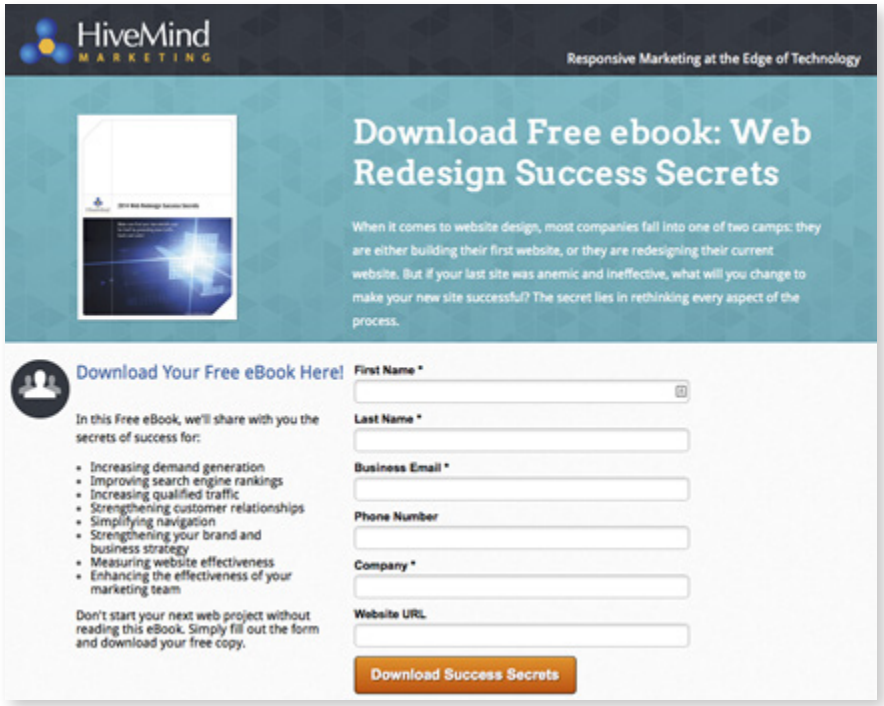
with, along with a solution all in one thought. More than anything, it promises that being on your site will make a difference.

Sub-headline. Once you have their attention, the subhead gives them a little more information about the solution, and what they'll be reading about by staying on your page.

Hero Shot Photo. A picture is worth a thousand words. A hero shot that shows visitors what their lives will be like once they've purchased your product, downloaded your guide, or tried your service, is worth even more. It makes visitors feel better about their problem, because you are offering them a viable solution.

Bullets & Lists. Your landing page needs to be a quick and easy read. Bullets help break up text, highlight the benefits of your solution, and guide readers further down the page. It's important not to use bullets to list features, but rather for product benefits.

Opt-in form. To collect contact information from your visitor, you need a form attached to an auto-responder. While the form itself may be plain, the use of graphics to draw attention to the form increases conversions. The text on the Submit button should be tested for optimal submissions. We recommend using a headline above the form to encourage responses.



Simple, clean landing pages make it easy for interested prospects to engage with your company. Keep the number of form fields to the absolute minimum.

Keywords. A landing page should include strategic placement of keywords throughout the copy, headlines and bulleted lists. Include keywords in meta tags, the title, and the URL.

Within the actual copy of the landing page, mention the keyword once or twice, depending on the total overall word count. Don't stuff keywords.

Call to action. Once your reader has understood your copy, you need to tell them what to do next. A call to action, such as a button or big headline, gives the reader precise, short directions.

On a landing page this will most likely be filling out a form. But rather than say "Fill Out The Form," try a more compelling phrase, like:

- Watch the Video Now!
- Grab Your Download!

Great offer. Entice visitors to fill out your form, download your product, or watch your video with a great offer that promises to ease their pain, solve their problem, or offer a discount. A well-positioned offer will immediately get shared on social media. The success of the entire campaign depends on making it a no-brainer for your visitors.

Don't include navigation. Navigation on your website allows your visitors to leave your landing page without completing your form. By giving visitors too many options, you'll lose a large percentage of your responses. While it may seem a relatively simple step, studies have shown again and again that navigation on a landing page lowers conversion rates.

Step 4: Test, Measure, & Repeat

Offers, calls-to-action and landing pages are the core elements of the conversion process, but don't rest there. To improve the overall process, you need to test different CTAs, landing pages, and offers, and then decide which combinations achieve your goals.

If you use a landing page solution (e.g. Unbounce or Optimizely), you can test landing pages against each other in real time. Variants let you change the messaging, or the CTA, and measure what performs best.

This is called Lead Nurturing, and it describes the process of developing a relationship with your potential customers — guiding them on their journey to find relevant, and valuable information. The goal is to get your leads to "raise their hand" and further engage with your business.

Lead Nurturing Relationships

According to Marketing Sherpa, 70% of your leads will end up buying something from you or one of your competitors, but they won't do it right away! Companies that build relationships with their leads over time have the greatest success in turning leads into customers.

Website visitors are on a journey, and your job is to keep them supplied with the information they need to complete their goals.

Forrester Research found that companies that excel at lead nurturing are able to generate 50% more sales-ready leads at 33% lower cost-per-lead.

List Building

Create opt-in opportunities. Make sure your forms encourage your website visitors to enter their email address and opt-in to receive your messages. Whether it's a landing page for an ebook or an email newsletter subscription form, make sure you give people a compelling reason to opt-in. What's so valuable about your ebook? What interesting and unique information will they receive in your email newsletter? Be explicit and don't be afraid to describe the benefits.

As a final test, ask yourself: "Would I be upset if I didn't receive your message?" That is the true measure of interest.

Sending emails

What was your lead interested in? Did they download your "Lead Nurturing Guide" ebook? Or did they read your blog article on "Rebranding Start to Finish"? Send them an email that highlights more resources targeted to their interests.

Get personal.

Use a name and email address in the "from" line of your email

that your recipients will recognize. Personalize the message so the recipient remembers how and why they came to your website. For example, start with "You recently checked out our ebook…" or "Thanks for subscribing to our blog!"

WIIFM?

At the end of the day, make sure that your message adds value. Get into the mind of your recipient and ask, "What's In It For Me?" (WIIFM). Are you emailing them just to tell them how great your product is? Or are you offering to help solve a problem they're facing? Make the value clear in both the email body and the subject line.

Don't rely on images.

Many email clients don't load images automatically, so if your email is one large image, your recipient won't have any idea what it's about! Use images as supplementary (clickable) or explanatory content in your email, and make sure you write enough persuasive copy to communicate value.

Converting leads

What do I do here? When someone opens your email, do they know what you want them to do? Should they click to read a blog article? Do you want them to download a new, free ebook? Include a call-to-action in your email that links to a landing page where the recipient can further engage with you.

Email mastheads must get into the mind of recipients and solve a problem they're facing.

The landing page is part of your email campaign. Email marketing doesn't stop with a click. Your landing page is an extension of your email, and it

is where your next conversion takes place. Make sure your email offer and landing page flow, and review Chapter Five of this ebook for tips on conversion opportunities and landing page best practices.

Measuring response

Your Click-Through Rate (CTR) measures response. Of the people you emailed, it shows you how many of them "clicked through" to your landing page. The CTR can give you a sense of how compelling your offer and email messages are. To improve your CTR, you should experiment with different subject lines, calls-to-action, and timing.

What about open rate? Open rate is an increasingly unreliable metric, as more email clients do not load the images necessary for tracking who opened an email. Focus instead on how many clicks your email received.

Unsubscribe rate measures annoyance and spam. There will always be some people who do not want to receive your emails anymore, but you want to make sure your unsubscribe rate does not exceed 5%. If your unsubscribe rate gets this high, check on your opt-in policies and procedures to make sure you're only emailing subscribers who want to receive your messages.

Conversion rate measures actions. The final step is conversion, so measure how many of those clicks turned into conversions on your landing page. Test different landing pages to improve the conversion on your website.

Lead nurturing is all about developing relationships with your leads, so keep in mind that this does not have to be limited to email communication. Think about how you can communicate with your leads via social media, forums, and in-person events.

Don't Forget Mobile

It's obvious that mobile platforms are becoming more and more important when it comes to internet marketing. If you are trying to market on the mobile web, you need to consider the importance of creating entertaining and quality content that can be easily consumed on smart phones or tablets.

Optimize for Mobile

If you are able to redesign your website, make sure you optimize it for viewing on mobile devices. Responsive design techniques, that scale images and navigation dynamically for mobile devices, are the new norm. Other things to consider:

Emails & Calls-to-Action.

It is important that you optimize your website and emails to be viewed correctly on mobile devices. Additionally, it will be important to think about how your calls-to-action and offers work on mobile devices.

Downloads.

Is it easy for a prospect to fill out a form on your website from their smartphone? If you are offering a download, will it open on mobile devices?

Video.

With indications that mobile bandwidth cost may be on the rise, it is important for marketers to develop lightweight ways to engage mobile users. Don't ask a user to stream a 10-minute video. Instead, provide a clean text summary of the video and an opportunity to watch the video if they are on a WiFi connection.

Measurements to Improve Results

Now that you have all the right internet marketing tactics in place, it's time to make sure they are operating as efficiently as possible in helping you get found online and generating new customers.

5 Steps for Analyzing & Refining Internet Marketing Strategies

1. Implement Analytics

Google Analytics is a non-business based free tool that helps you analyze website performance and traffic. More sophisticated analytics are available in many marketing automation platforms that can show you who is on your website, and what they are doing?

2. Identify Opportunities

Determine what you want to improve. Do you want more people visiting your blog? Do you want to convert more visitors into leads?

3. Set Up Success Metrics

Set up a metric for success that is quantifiable against a set time frame. For example: "Increase the number of website leads by X over the next X days."

Simple, clean landing pages make it easy for interested prospects to engage with your company. Keep the number of form fields to the absolute minimum.

4. Refine

Analyze how your programs performed and make changes accordingly. Do less of what doesn't work (or modify it so that it works better) and more of what already works.

5. Evaluate

Determine if you've met your success metric. If so, stick with your change. Continue to monitor to make sure the improvement has a long-term effect.

7 Metrics to Analyze

1. Traffic

Overall, how many people are coming to your website?

2. Leads

How much of this traffic are you converting into leads (e.g. potential customers)?

3. Customers

How many sales did you close this month?

4. Customer Acquisition Cost

How much are you investing to attract each new customer?

5. Effectiveness by Channel

What promotional channels or referring sources are sending you the most traffic? Focus on long-term results, not short-term traffic spikes that you might get from news coverage or press releases.

6. Traffic by Keywords

Which keywords are attracting the most visitors to your site?

7. New vs. Repeat Visitors

How many visitors return to your site, and how many new people find you? Attracting new visitors means people are finding you through search. Attracting repeat visitors means you've given people good reason to come back to your site. We recommend striving for 15% repeat visitors.

You need to constantly review all aspects of your marketing. Use analytics to pinpoint areas needing attention.

6 Steps for Improvement

1. Keywords:

Try new keywords or variations of keywords to see if they improve search results. Since each page on your site can focus on a different keyword, you have multiple options for accomplishing this.

2. On-Page SEO:

See if changing a simple on-page factor can help boost visits. Examples of on-page factors are page title, meta description, and headings.

3. Conversions:

Try new things with your conversion forms or landing pages. For example, try making your conversion form shorter or display it more prominently on your site.

4. Content Strategy:

Determine which content is generating the most traffic. This may create an opportunity to focus more on that kind of content, or to more aggressively deliver your other content.

5. Social Media Promotions:

Evaluate which social media channels are generating the most site visitors and leads. Focus on your most successful social media platforms, or try improving your performance on less successful ones.

6. Lead Nurturing:

Maybe you're sending emails too frequently — or not frequently enough. Maybe the calls-to-action in your email are not appropriate for your audience. It's important to always keep experimenting and testing.

Get Help When You Need It

At the beginning, the concept of internet marketing might seem difficult and daunting. But by tackling each internet marketing tactic step by step, businesses can make internet marketing more manageable and start generating results. By reading this ebook, we hope you've gained an understanding of how internet marketing can improve your overall marketing plan and help you achieve business growth.

Next Steps

Schedule a phone call or meeting with HiveMind Studios to learn how can you put all these principles to work in your own business to drive more website traffic, generate more leads, and grow more sales.

HiveMind Studios

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