



Online Marketing

*Strategies and Tools for an
Effective Online Presence*

Agenda

- Websites
- Search Engine Optimization
- Search Engine Marketing (AdWords)
- Mobile
- Social Media
- Email marketing

Agenda 2

- **My** role: educate
- **Your** role: take action
- Learning with no action serves no purpose
- Special offer at the end!



Website Agenda

- Strategy and Goals
- Type
 - Brochure or e-Commerce
 - Awareness, legitimacy and/or sales – lead generation
 - Blog
- Platform
- Domain and host
- Design
- Maintenance

Why a Website?

- **47%** of small businesses don't have a website

AND

- **97%** of consumers search for products and services online

Website goals

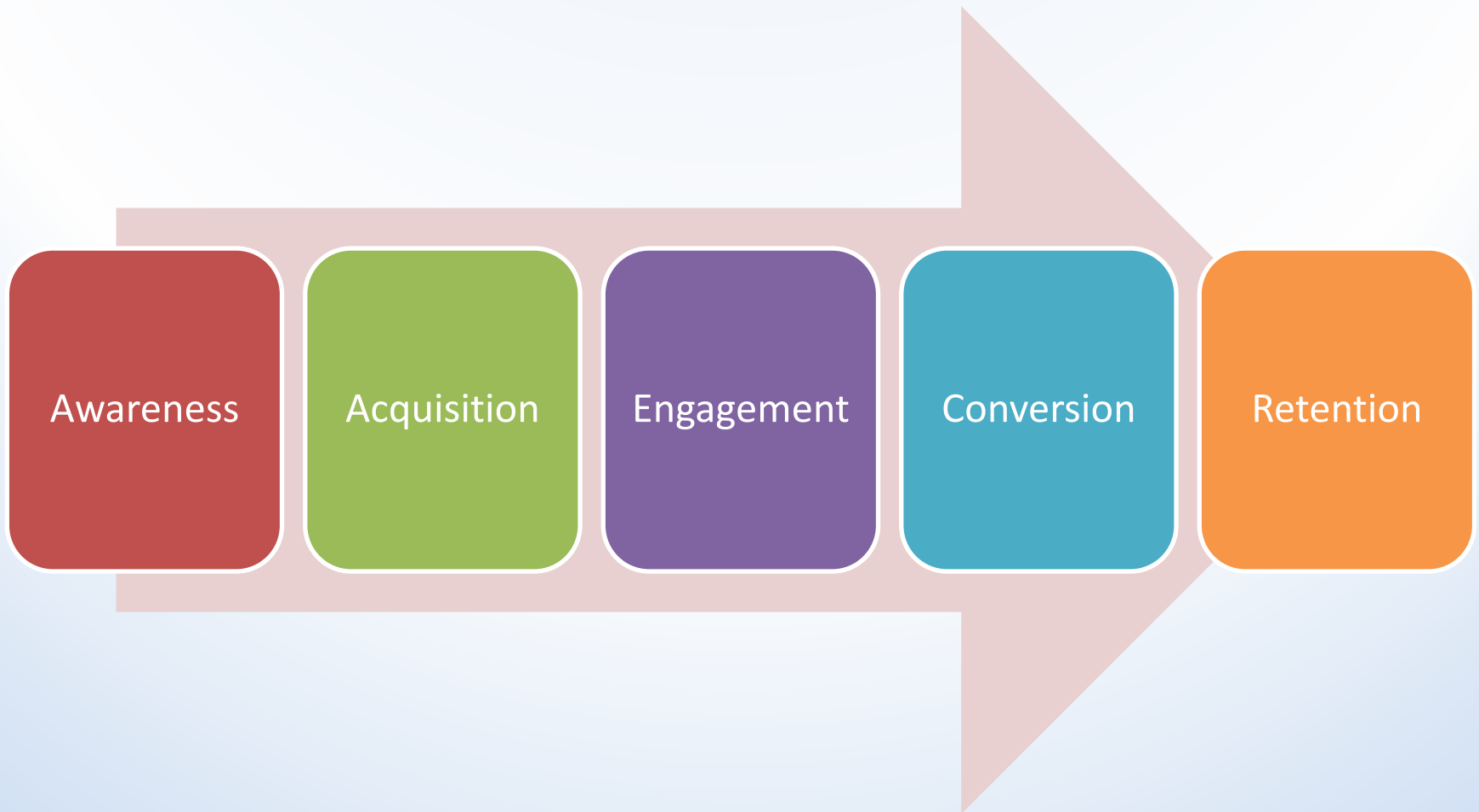
- Call to action
 - White paper
 - Newsletter
 - RSS feed
 - Purchase
 - Online form
 - Leave comments

- Give a reason why



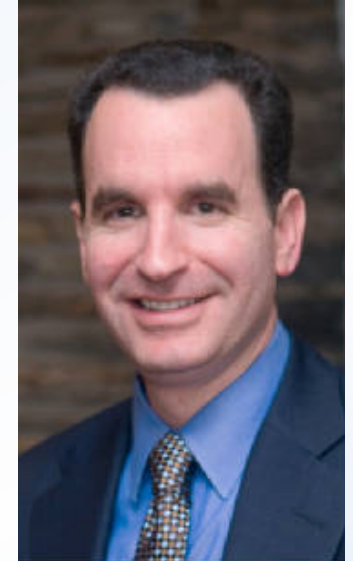
WHY SHOULD I

More specifically



David Fischer

- Over 25 years of marketing experience
- Marketing tools to acquire and retain customers



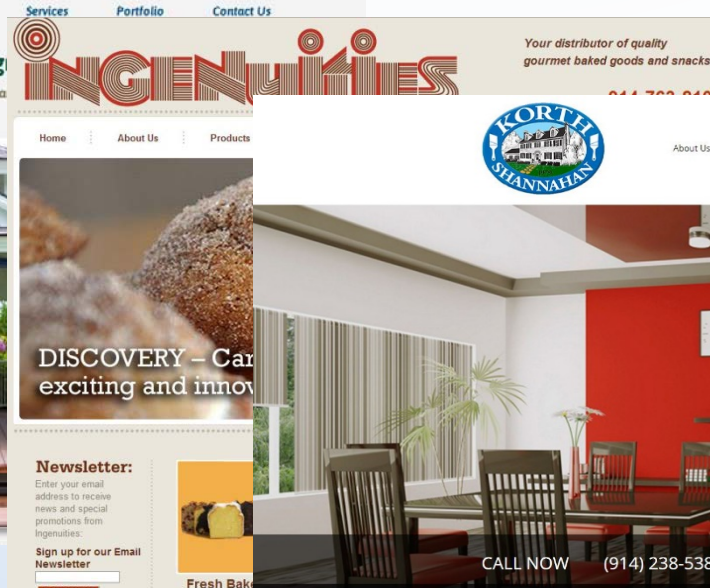
- Websites
- Email Newsletters
- Social Media
- Printed Items
- Graphic Design
- Copywriting
- SEO
- AdWords

Type

- Brochure or e-Commerce
 - Awareness, legitimacy and/or sales – lead generation
- Blog
 - Information and SEO



We Are Ready to Design
We Will Personalize



About Us | Painting | Carpentry | Windows | Doors | Specials | Contact Us



www.SolutionsForGrowthLLC.com



REQUEST A FREE QUOTE

Platform



SQUARESPACE



WORDPRESS

Domain, Host and Files

- Domain name is the human address of your IP
 - IP Address: 55.365.25.55.78
 - www.ABCCompany.com

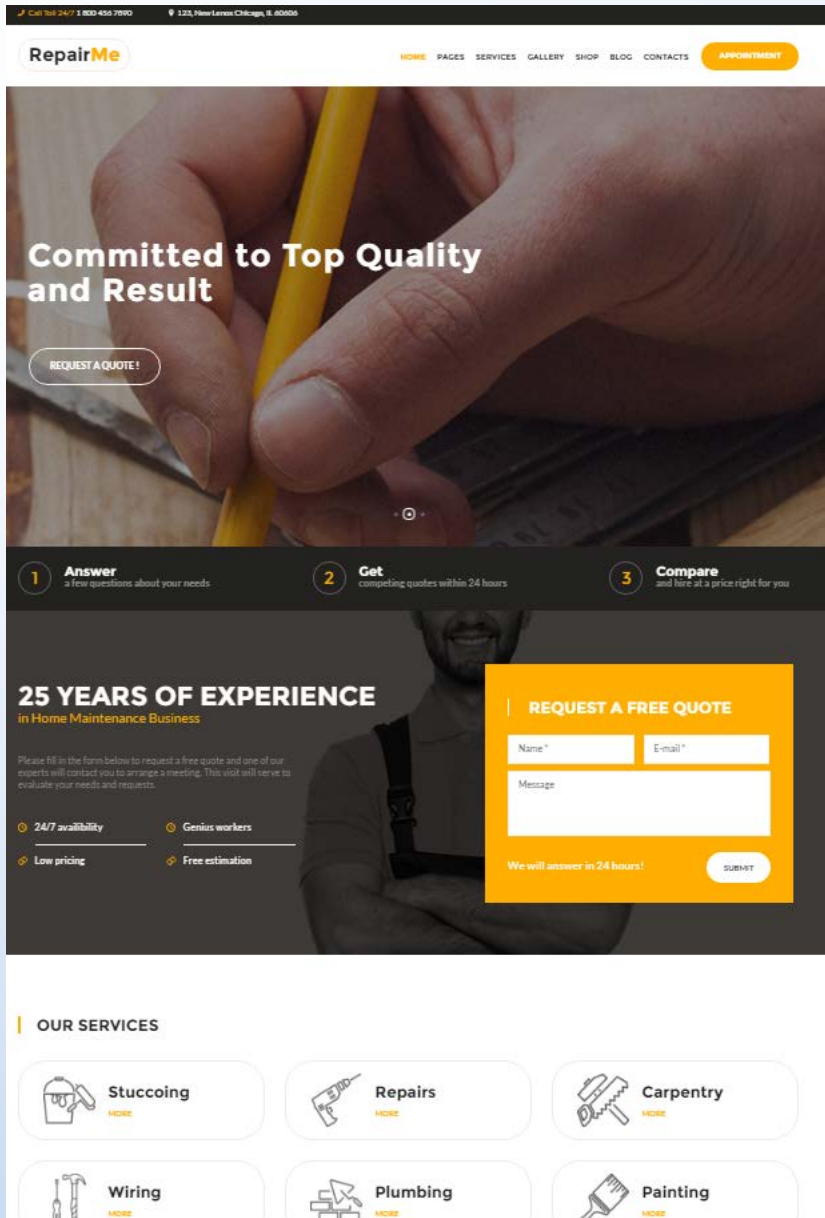


- Host is where the website is stored
 - You're a tenant

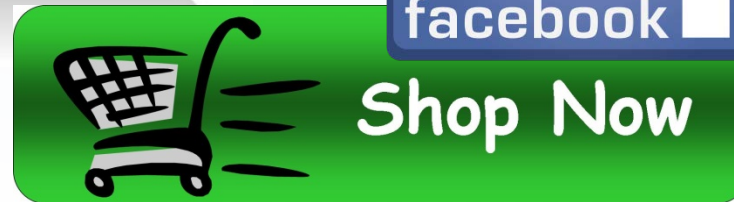
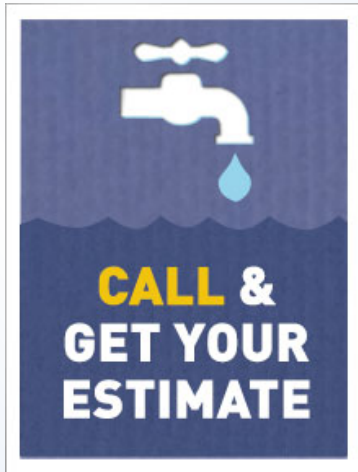


- Files
 - Tells the architecture what to do and show

Design



Call to action



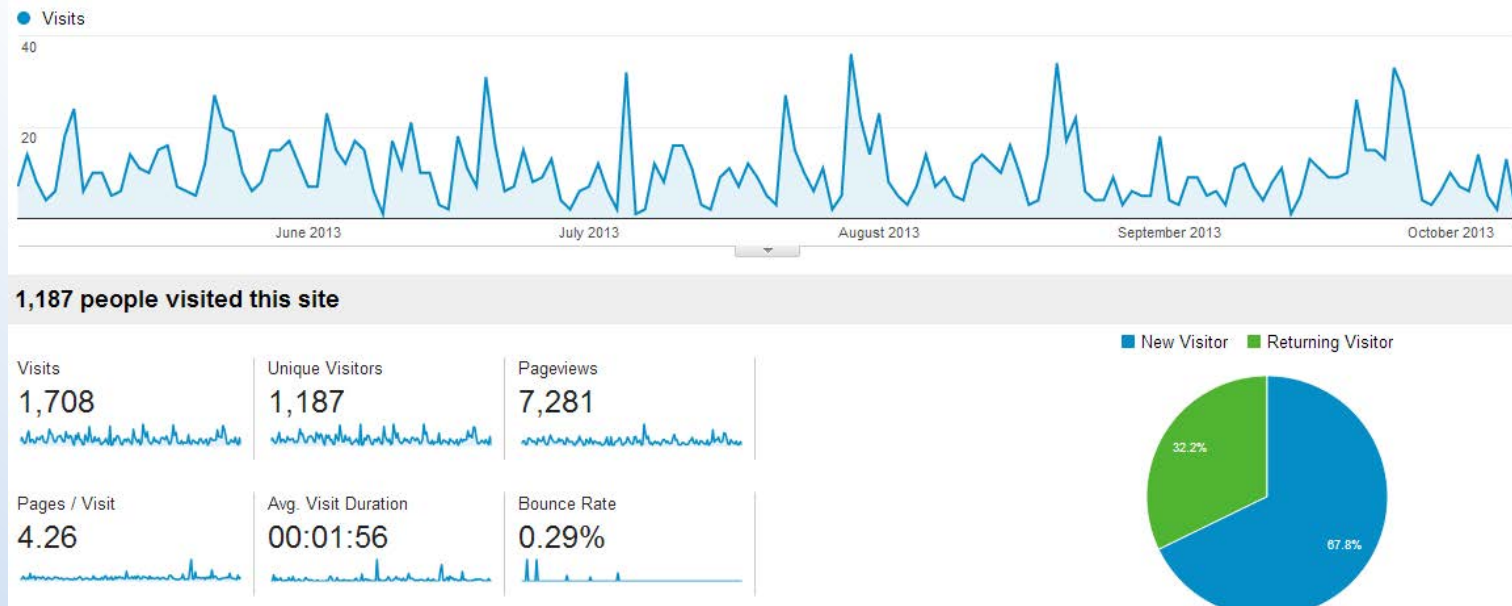
Maintenance

- Ongoing maintenance
 - Copy
 - Images
 - Pages
 - Articles
 - Prices
 - Newsletter
 - Blog
 - Updates



Measurement

- You can't improve what you can't measure
- Goal is to improve performance
- Google Analytics (keywords, visits, sources)




Continual Improvement Process

- Are your online asset driving customers to your desired outcomes?
- Measure 2-4 main elements
 - Traffic
 - Sources
 - Actions
 - Flow
- Goal is to improve
 - Test
 - Measure
 - Test again – beat the control



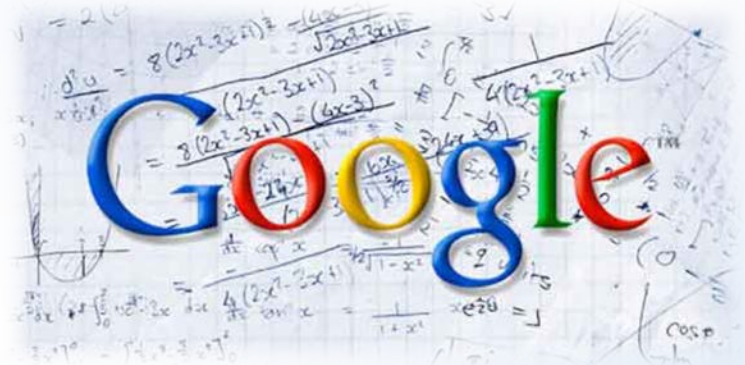
Search Engine Optimization

- The art and science of getting a website ranked highly by search engines
 - Keywords
 - Traffic
 - Competitors
 - Qualified traffic
- 



How does SEO work?

- Google's algorithm
 - Ranking is based on relevance to users
 - Spiders and index
 - Content, tags, page titles
 - Structure
 - Inbound links
- “Free” – long lasting – increases trust

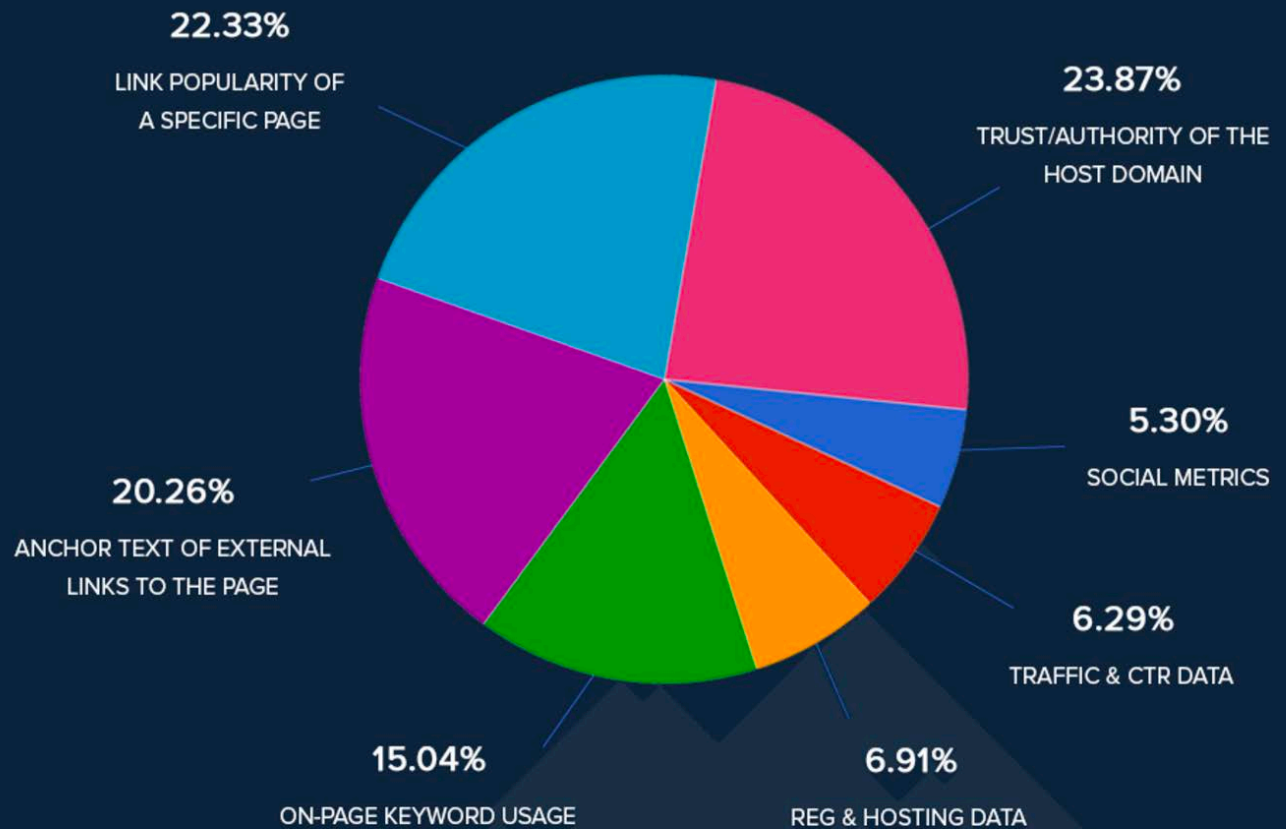


SEO

Google's Algorithm

COMPONENTS OF GOOGLE'S RANKING ALGORITHM

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors



Blog

- Two goals for blog:
 - Share information and present yourself as an expert
 - SEO



Search Engine Marketing

- Google AdWords – Pay-per-click
 - Bid and pay for placement
 - Cost per click
 - Keyword and ad (text or display)
 - By search or contextual
 - Many options (rich media, local search)
 - Pros - real time, highly customizable, excellent reporting
 - Cons – can be costly, ongoing



Search Engine Marketing - AdWords

pet sitter white plains ny

Web Images Maps Shopping More Search tools

About 977,000 results (0.37 seconds)

Ads related to **pet sitter white plains ny**

Pet Sitting 1 (203) 964 7795
www.thedognanniesct.com/
The Dog Nannies Are Here To Help Call Us For Details and Offerings

Find a Local Pet Sitter - Sittercity.com
www.sittercity.com/Petsitters
Sittercity Has Local Pet Sitters. See Profiles, Photos & Reviews.
Sittercity has 31,089 followers on Google+
Find Pet Sitters - Pet Sitters: Find Jobs

Pet Sitting White Plains - The premier Pet Sitting services
www.petsitting.com/
Insured, bonded, reliable, trusted.

Pet Boarding/Pet Sitting White Plains, NY - Yelp
www.yelp.com/search?cflt=petsitting&find...White+Plains%2C+NY
10+ items - Top Pet Boarding/Pet Sitting in White Plains, NY Fur, Fins ...
1 Fur, Fins & Feathers. 5.0 star rating. 1 review. Dog Walkers
4 Fetch Pet Care. Pet Boarding/Pet Sitting. 53 Duell Rd White Plains ...

White Plains Pet Sitters in White Plains, NY - Sittercity.com
www.sittercity.com > Pet Sitters > New York Pet Sitters
White Plains Pet Sitters. Search White Plains for pet sitters. Sittercity can help you find the perfect pet sitter in White Plains, NY. Here are some other nearby cities ...

Map for pet sitter white plains ny

Ads

White Plains Pet Sitters
www.care.com/PetSitters
Love Your Pet AND Your Budget?
Find a Local Pet Sitter Today!

Tails Of Putnam
www.tailsofputnam.com/
1 (845) 490 9411
We Provide Loving, Professional and Affordable Care with No Extra Fees.
Brewster, NY

5 Star Pet Service
www.5starpetservice.com/
Dog Walking/Pet Sitting/Overnight/
Daycare/Shuttle/Bonded and Insured

5 Star Pet Service

www.5starpetservice.com/

Dog Walking/Pet Sitting/Overnight/
Daycare/Shuttle/Bonded and Insured

TITLE, 25 characters

URL, 35 characters

DESCRIPTION, 35 characters, benefit, CTA

Mobile

- Smartphones
 - 50% commercial emails are read on a smartphone
- Tablets
 - Website mobile friendly (responsive)
- Social and Search
 - Facebook Graph Search
- Geolocation - Search
 - Foursquare, Gowalla



Social Media

- Facebook
- LinkedIn
- Twitter
- YouTube
- Pinterest
- Instagram
- SlideShare



Social Media

~~Social~~ Marketing.

When it's NOT social



Social Media

- Goal → Strategy
- Listen
- Don't only promote your product
- Be authentic
- Share content
- Involve your customers
- Images, video and links
- Recognize and incentivize
- Quote elsewhere
- Monitor



Be Yourself (a little)

- Be authentic
- Use conversational copy
- Include photos of people: you, your staff, etc.
- Once in a while, pull back the curtain
 - “I’m running in a 5K”
 - “Here’s my dog at the park”



Social Media



A screenshot of the Hootsuite Social Media Dashboard interface, showing a web browser window with the URL <http://hootsuite.com/dashboard>. The interface is divided into several panels:

- Home Feed:** Displays a list of tweets from various users, including @PGSMurray, @lizarddawg, @Disneyrollgirl, @BungoDesign, @psmith, and @BBClick.
- Mentions:** Shows tweets mentioning the user, including responses from @AnnalisaMorgan, @ecreation_en, @MariamCook, @RolandMillward, @Brandeluxe, @madebymany, and @GemmaWent.
- Direct Message (Inbox):** Displays incoming direct messages from users like @hkcreative, @Chris_Flynn, @designtaxi, @fuelthemind, and @AnnalisaMorgan.
- Sent Tweets:** Shows tweets sent by the user, including promotional messages from RedCubeLondon.

The interface includes a top navigation bar with tabs for Home Feed, Mentions, Direct Message (Inbox), and Sent Tweets. A search bar is visible in the top right corner. The bottom of the screen shows the user's name, "Annalisa Morgan", and a "Log Out" button.

Email Marketing



A screenshot of the Microsoft Excel interface. The ribbon at the top shows 'Home', 'Insert', 'Page Layout', and 'Formulas'. The 'Home' tab is active, displaying the 'Clipboard' group (Cut, Copy, Paste, Format Painter) and the 'Font' group (Calibri font, size 11, bold, italic, underline, text color, background color). The active cell is A4, containing the email address 'kbtravers'. The spreadsheet contains a list of 28 rows, each with an email address in column A and a name in column B.

	A	B
1	Email	Name
2	kbleemer@randomhouse.com	Kirk
3	kc82442@tctwest.net	Kayce
4	kbtravers@bcctv.net	Brett
5	kbtrfly@aol.com	Kayla
6	kbruns@midmark.com	Kathleen
7	kbryant@ghi.net	Kathy
8	kcreal@saint-lukes.org	Kristina
9	kcmc1982@gmail.com	Kendra
10	kcmccord@arvest.com	Kimberly
11	kcstacy@isp.com	Ken
12	kcfn@aol.com	Kim
13	kd260280@gmail.com	Kuldeep
14	kcwomack@gmail.com	Kenda
15	kerrance@earthlink.net	Kerry
16	kenyon.dawson@lausd.net	Kenyon
17	keoniboiz1@gmail.com	John
18	keokolo@sanbrunocable.com	Ted
19	ken@camdeniron.com	Ken
20	kendall@airnwire.com	Judith
21	kendrak@earthlink.net	Koch
22	kenjitanaka@earthlink.net	Kenji
23	karenp@peoplepc.com	Karen
24	karcarhome@mindspring.com	Karrie
25	karen.albanesi@gmail.com	Karen
26	karen.a.norton@verizon.com	Karen
27	kareen812@gmail.com	Kareen
28	karen.silverman@nbc.com	Karen

=



Email Marketing



=



Email Marketing



- How did they do?



Email Marketing

- Email addresses
- Email service provider
- Process
- Social media
- Goal – Call to Action
- Measurement



Constant Contact® 

Email Marketing

- Remind market you exist
- Present yourself as expert
- Call to action!



WOMRATH BOOKSHOP
eat, sleep, read **local**

Website Events Upcoming Releases Kids Books Place an Order Coupons & Specials

Your local independent bookshop
in Bronxville for 76 years!

Mother Nature strikes again! And more on the way! I guess that is what to expect when living in the north east. These arctic blasts have kept me inside catching up on some good books.

My personal recommendation, "**All the Light We Cannot See**" by Anthony Doer. A beautiful novel about a blind French girl named Marie, and a German orphan boy, Werner who has an affinity for electronics. Their stories of how their lives are effected by the war when their paths collide in France as they both try to survive the devastation. **Enjoy!**

Books make perfect Valentine's Day Gifts!

 \$5 Off Your \$35 Purchase <small>Offer Expires 2-28-15 • Click Here to print</small>	Calendar Sale 50% OFF Wall Calendars 30% OFF Datebooks
---	---

76 Pondfield Road | Bronxville, NY 10708 | 914-337-0199
Must present coupon at time of purchase. One coupon per person per visit.
Not to be combined with any other coupon or discount. Offer Expires 2-28-15.


HOT THIS MONTH Girl on The Train By Paula Hawkins

Email Marketing

**BROADWAY
BREAKTHRU**

[About
BBT](#)[Summer
Intensive](#)[Master
Classes](#)[Casting
Sessions](#)[Private
Coaching](#)[Casting
Notices](#)[BBT
Blog](#)

It's Not Too Late to Have the Best Summer of Your Life! Register Before It's Too Late!




What sets us apart from similar summer acting programs? We get our students exposed to top talent from the TV, movie and theater industries including professional casting directors and talent agents.

WINNETKA

Check out our featured article in the *Chicago Tribune*:
[Disney star to help teach summer acting classes in Winnetka.](#)

www.SolutionsForGrowthLLC.com



Email Marketing



51 Babbit Road
Bedford Hills, New York 10507
914-244-8800

[HOME](#)

[ABOUT US](#)

[PEELS](#)

[ENZYME
FACIALS](#)

[ACNE CENTER](#)

[WAXING &
BROW BAR](#)

Dear David,

When seasons change so should your skincare routine...

While the cold, dry air in fall and winter can leave our skin dehydrated, flaky and rough, summer air is more humid and moisture rich. You might notice more oils in your skin, especially in the T-zone. This is usually an indicator that your skin care routine may need some adjustments to compensate for the change in environment.



If your planning to soak up some summer rays its a good idea to give your Retinol a vacation and **switch to a Vitamin C** for the hot summer months. A light weight sunscreen is also a smart adjustment if you tend to get oilier from the humidity.

Email Marketing

pediatric dentistry for
dental children and
associates adolescents

The Doctors Office Policies Services/Forms Testimonials Contact

The Oral News NEWS FOR YOUR KIDS' TEETH

October 2015

Ideas for Non-Candy Treats for Halloween

Dear Cynthia,

It's that time of year again that kids love and parents dread - Halloween. The sugar overload from Halloween candy can lead to a myriad of adverse effects, including weight gain, loss of appetite, and cavities. **Whereas it may be impossible to avoid candy entirely over the holiday, by talking to other parents in your neighborhood, you can reduce the amount of cavity-inducing treats your kids receive with fun alternatives.**



It's possible to avoid giving out candy without looking like an ogre when you choose healthy alternatives that kids will still appreciate. **Here are a few suggestions:**

1. **Accessories.** Jewelry, whistles, and vampire teeth are ideal for enhancing kids' costumes, and glow necklaces are particularly popular among both boys and girls. Alternatively, you can hand out temporary tattoos for later use.
2. **Hot apple cider.** Warm up a cold night by offering a delicious drink to your trick-or-treaters. Parents will appreciate this one, too.
3. **Stickers.** Purchase a few rolls of stickers for the night to give kids something to trade among their friends in the following days.
4. **Novelty items.** Get into the Halloween spirit by slipping something gruesome in to your trick-or-treaters buckets and bags. Ideas include fake fingers, rubber rats, plastic bugs, and glowing eyeballs.
5. **Savory snacks.** Popcorn, pretzels, string cheese, and goldfish crackers create a balance



Email Marketing



WEBSITE

SOLAR
SHADES

FABRIC PANEL
SYSTEMS

DURABLE APPLIED
SURFACES

SOFT WINDOW
TREATMENT

ARTFORM - Portfolio Pick



Dear David,

Recently, an Interior Design firm was looking to design an acoustically correct conference room for their hedge fund client. They considered using traditional, square acoustic panels.

With ARTFORM Custom Shaped Fabric Panels they were able to take familiar fabrics, use DFB's Quiet Core substrate with an NRC rating of 0.8 and create a mural while keeping all the functionality of traditional acoustic panels.



Email Marketing

With a variety of interlocking shapes, ARTFORM tiles can be made to fit the wall precisely or done as a floating mural. Most upholstery fabrics and any of DFB's standard cores can be used.

Change Fabrics - or Leave Open Spaces



Artform allows you to custom design your walls and scale the shapes to fit. You can completely fill the wall or leave open spaces to create a more 3D effect. Different edge options can also add to the effect.

Contact me directly if you'd like to learn more about ARTFORM.

Sincerely,

Ken Hohl

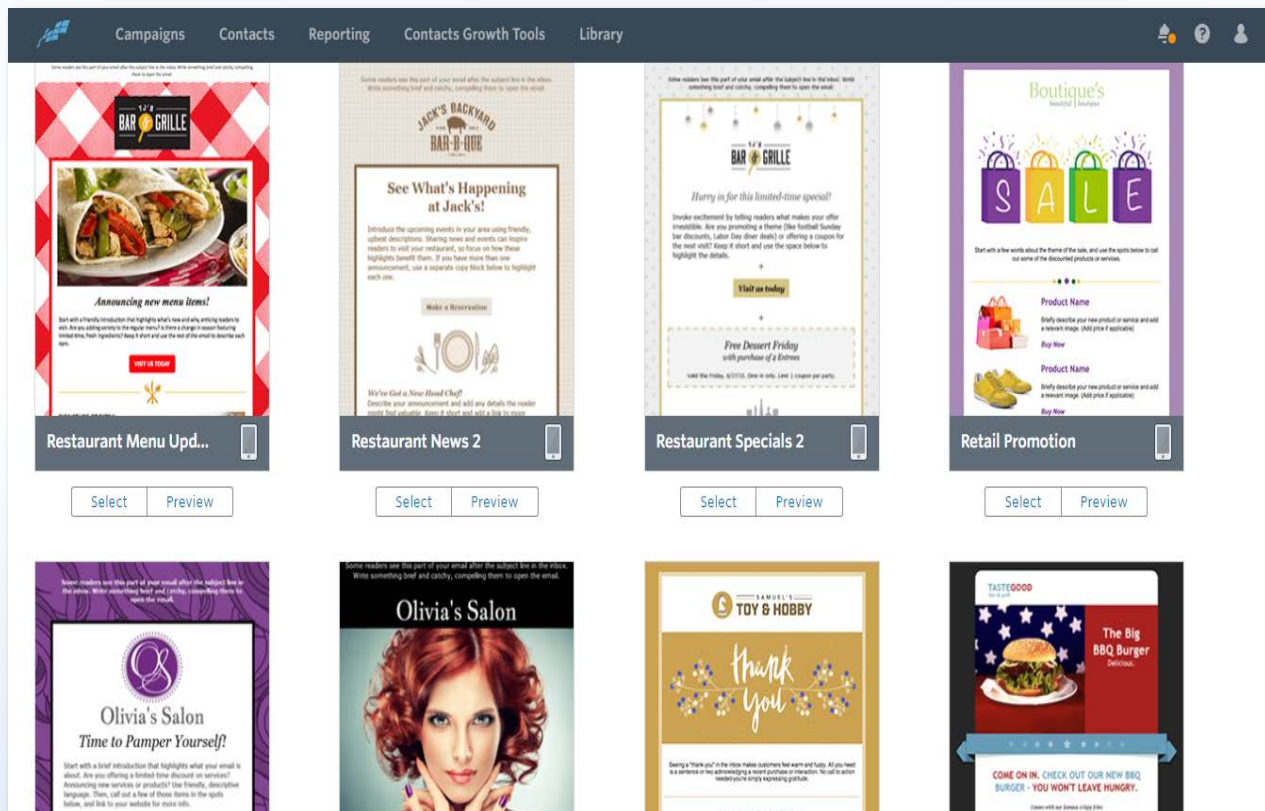
khohl@dfbsales.com

718-729-8310

[Forward to a Friend!](#)

[Visit Our Website!](#)

Selecting the best template



Customizing the design

The image displays the 'Build' tab of an email design tool. The 'Build' tab is highlighted with a red box. Below it, the 'Images' and 'Colors' tabs are visible. The 'Images' section contains icons for Image, Text, Button, Divider, Spacer, and Social. The 'Layouts' section contains a grid of layout options, with one layout (a 2x2 grid of images) highlighted with a red box and a red arrow pointing to the email design template on the right.

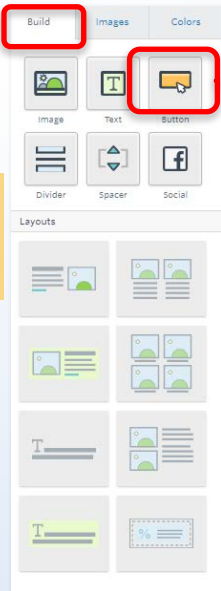
The email design template is for 'Half Moon YOGA STUDIO'. It features a green header with the studio's logo and a green footer with contact information. The main content area is white and contains the following elements:

- A green banner with the text 'Welcome and Thank you!' and a green envelope icon with a 'Thank You' card.
- A paragraph of text: 'We hope you enjoyed your first visit to Half Moon Yoga Studio! We enjoy seeing new faces and hope to see you again in the future. We're always offering new classes at times that fit your schedule, so be sure to register for classes in advance. Seating is limited! We look forward to seeing you again! We're always offering your favorite class, {{Class Interest}}.'
- A 'Class Schedule' section with two placeholder images.
- A 'Namaste' section with the text 'The Half Moon Yoga Family', 'www.halfmoonyoga.com', and '111-111-1111'.
- A 'STAY CONNECTED' section with social media icons for Facebook, Twitter, and YouTube.
- A footer with the text 'Name | Company | Phone | Fax | Email | Website'.

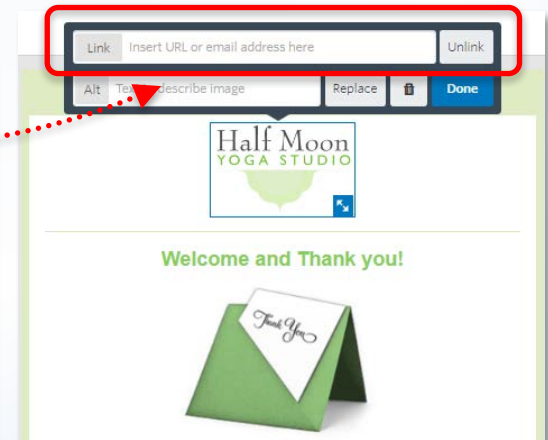
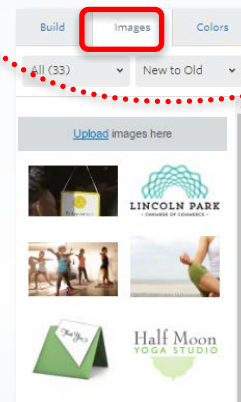
The right side of the image shows a second email design template, which is a simplified version of the first one, featuring the same header, banner, and footer, but with a different main content area layout.

Content that inspires action

Add button
from Build
Palette



Make each image
clickable



Email Works!

Don't ask yourself:

- Will this work?

Ask yourself:

- How do I make money with this?

It's only \$20 per month!

I'm here to educate you and at the end you'll have a unique and valuable offer!

Do nothing
Nothing changes

Embrace change
Business grows





Get 3 months of
Email Marketing
for only

\$5
/mo.

Constant Contact 

Exclusive Offer for Today's Attendees

IF YOU BUY TODAY

**\$5/month for your
first 3 months of Email**

<http://bit.ly/EmailFor5>

or

888-840-2595 x1

www.SolutionsForGrowthLLC.com

This promotion (the "Promotion") ends tonight, after this seminar (the "Seminar") at 11:59 p.m., local time (the "Promotion Period"). If eligible Constant Contact customers purchase the Email level product of Constant Contact during the Promotion Period, they will receive the Email level product at a discounted price of \$5 per month for the first three months after they become a paying customer. Constant Contact customers will be eligible to participate in this Promotion if they (i) are not currently a trialer or paying Constant Contact customer, (ii) attend the Seminar and receive this offer at the Seminar, and (iii) follow the link above and become a paying Constant Contact customer during the Promotion Period. After the first three months have ended, eligible participants will automatically be charged the current retail price for the Email level product unless they cancel their accounts. This Promotion cannot be combined with any other Constant Contact promotion or special offer. Constant Contact reserves the right, in its sole discretion, to suspend or cancel this Promotion at any time. This Promotion and all Constant Contact products and services are subject to the Constant Contact terms and conditions available at <https://www.constantcontact.com/legal/terms>.