

GB450: Internet Marketing

A Few Broad Strokes
&
A Few Minor Details



News Flash (Not Really)

Businesses Should Know –

Their most recent hire has:

- 5,000 hours of video game playing;
- Exchanged 250K emails, instant messages, and phone text messages;
- 10,000 hours of cell phone use; and
- More than 3,500 hours of time online.

*Pew Internet & American Life Project

They Should Also Know –

That 213 Million people in the U.S. are Internet users (that's 70.4%!).

*Nielsen/NetRatings: August 2007

IT or Marketing?

- **Changes in Website Control**
 - Traditionally: IT/Technical Function
 - Currently: Moving to Marketing
 - Ideally: Cross-functional
- **Managing Your Online Marketing Should be an “Integrated Process”**



Trends vs. Trendy

Biz Trends:

- 2007 Online Advertising Spending.
 - Going Up - Forecasted to rise 24.4% *C-Net
- Lack of Message Control
 - Rating Systems/Recommendations
 - Example: Diet Coke
 - “Make it stop.”
 - Stop Pushing, Start Conversing
- Increase Social Media.
 - Blogs, Forums, Wikis, Podcasts, etc.

Common Mistakes

1. **Tactics Before Strategies**
 - Know your business needs
 - Know the role of the website
2. **If You Build It, They Will**
3. **Content Is King (if its relevant)**
 - Important for people (a.k.a. users)
 - Important for search
4. **All Sizzle, No Steak**
 - Don't judge a book by its cover
5. **I Think We Should . . .**
 - Yes, even the CEO's opinion should take a back seat to good data.

Internet Strategy

- **Get Prospects**
 - Organic Search
 - Paid Search
 - Banner Ads
 - Email
- **Get Customers**
 - Professional Web Content
 - Website Interactivity
- **Keep Customers**
 - Follow up Surveys
 - Newsletters

Web Analytics Answers

- How are visitors getting to your site?
- How are they using your site?
- Are visitors converting into customers?
- Which marketing efforts are paying off?

Collecting Web Data

- **Clickstream Data**
 - Javascript Implementation (easy)
 - Google Analytics is fantastic and its free
 - Server Log File Tracking (less easy)
 - Basic ClickTracks is free and pretty good
- **Conversion Tracking**
 - More advanced, but most web analytics are able to track site goals
- **Customer Feedback/Surveys**
 - This is the best way to get the WHY questions answered

Continual Improvement

- Needs Assessment
 - Purpose
 - Target market
 - Positioning
 - Service providers
- Development
 - Content
 - Navigation/Usability
 - Design
 - Develop
- Track
 - KPIs
 - Goals

General Pricing Information

Price Ranges for Professional Online Marketing Services in Idaho

Service	Pricing Range
Site Review + Consulting	\$2,500 to \$10,000
Web Analytics Setup & Analysis	\$2,000 to \$20,000
Manual Link Building Campaign	\$3,000 to \$15,000
1-Day SEO Training Seminar	\$2,000 to \$8,000
Paid and Organic Keyword Research Package	\$1,500 to \$2,000
Viral Content Development + Mktg	\$7,500 to \$20,000
Web Design, Development + Mktg	\$20,000 to \$60,000
Online Marketing Plan	\$4,000 to \$10,000
Monthly Retainer for Ongoing SEO	\$800 to \$6,000

Questions?

