



# INTERNET MARKETING



The most important things you need to do to begin building your business online.

**RAVEN<sup>5</sup>**  
Unique as your customers.

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## Introduction to Internet Marketing

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**Internet marketing** is referred to and subdivided in a variety of ways by a variety of “experts”. Interestingly enough, if you search Wikipedia for Internet Marketing, you will be provided the page for Online Advertising. We appreciate the terms are interchangeable, however, for our purposes we will ALWAYS use the term Internet Marketing when we discuss marketing. It’s our contention that online advertising is and should be related to the purchase of advertising from online publications. We’ve also seen it referred to at times as Digital Marketing, another misnomer in our opinion, for a number reasons. That being said, welcome to our INTERNET MARKETING WHITEPAPER.



“Sure, ideas that spread, win, but ideas that don’t get spoken always fail.”  
- **Seth Godin**

We’ve prepared this presentation in an effort to give you the information required to build an Internet marketing program that is efficient and effective. Our twelve step process will ensure you commence a process of engagement with your prospects and customers. Many of the tools we review and discuss are available to you for FREE. However, we recommend you seek professional assistance from a digital agency or experts in each of the fields you feel might fit you and your organization best.

A professional will save you both time and money, Internet Marketing is a bit of a maze, and as a marketer you will be looking to see what works and what doesn’t work. Google is now 18 years old and Facebook just celebrated its 12-year anniversary. The point is that for many traditional marketers the platforms and tactics are new. What is most difficult for marketers is that it seems so much is in change and transition.



“Change and Transition are a major hurdle when navigating the Internet Marketing landscape.” - **Michael Bickerton**

## Why Internet Marketing?

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**Internet marketing** is similar to all other business building functions: it takes time, patience, and energy, and there is no real quick fix. We understand that small and mid-sized business owners are busy building their businesses. Although you can implement many of the suggestions we are going to cover, we realize that you do not want to get your marketing degree. As such we are providing this white paper for the purposes of an overview and the opportunity to evaluate what might assist you with your marketing in the near future.

This guide outlines the most important things that you can implement to begin the process of building your business online. It's a fairly comprehensive list, yet there are other marketing activities that can be added. We recommend that you proceed with one step at a time and measure the results. Trial and error are part of the process. Be patient, marketing is a process of engagements.

The Internet has changed the way the world works and operates and smartphones are moving the yardstick even further. It was recently announced that smartphone and tablet use have surpassed desktop use when it comes Internet use and access.

Our recommendations will assist you in getting started, updating your processes and evaluating your current or as is status. Our top twelve steps will get you started and will expand your reach.



“Learning is not done to you, it is something you choose to do.”  
- **Seth Godin**

Internet Marketing nor mobile marketing should be individualized. Both are not something to focus on individually, they should be intertwined with all of your marketing efforts, discussions and strategies.

## Internet Health

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There is one caveat here, some analysis is required to understand your INTERNET HEALTH. Knowing “Where are we now?” will go a long way in deciding and implementing the correct first or next steps. A good digital agency or advisor should be able to provide you with you current online status.

A good Internet Health program offers basic information such as: when your domain expires, who is the registrar of your website? How many indexed pages does your website have with the major search engines? Your PageRank, backlinks, and keywords are important for evaluation as well. Others, such as Hubspot ranking, your Woorank or Alexa ranking are equally important. Other questions to consider are; how sociable is your brand? Your company? If you haven’t already done so, Google Analytics should be added to your site for more detailed analysis.

Marketers need to know exactly where they stand before going forward. An Internet Health review will allow you to evaluate where you are as well as give you insight in to next best steps. This is an essential step in order to evaluate each step and the progress and impact of your Internet Marketing activities.

Business owners and marketers understand it takes time to build a business and driving traffic and online activity is the same. Good programs take time, they need to be tested, use trial techniques to see what is exactly working and what isn’t. Our twelve step program of recommendations is not a fix all, but it will assist you in building your online reputation, your organic ranking, your lead development and prospecting for both email marketing and social marketing. Finally, finding new customers and converting them from fans (likes and followers) to customers is a process. Engagement doesn’t indicate need or provide a timeline on the sales cycle.



“Keep in mind, it’s a privilege when a consumer joins your email list or become a social follower. Treat them accordingly.”

- **Michael Bickerton**

# The Twelve Step Plan: Contest Marketing

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The Twelve Step Plan can be implemented as a one off. Marketers can utilize some of these steps singly, but using multiple tactics will provide a better result. The goal is to build an engaged group of followers and customers with a long-term view. The result is an Internet Asset.

## 1. Contest Marketing

We begin with Contest Marketing for a variety of reasons. Marketers have email lists (working them or not), marketers have social followers (working them or not) and marketers have websites (requiring updating or not).

Contest marketing is a simple process of engagement. It's relatively affordable and has amazing benefits and the results are self evident on a program basis. Contest marketing ads to your existing Internet Portfolio.

## 5 Great Reasons

1. Build Email List – Have someone to sell your product to
2. Develop Social Followers – Have someone pay attention to what your brand is doing
3. Gather Data – Find out more about your customers
4. Brand Awareness – About your brand, services and/or products
5. Distribute Coupons – Encourage trials and sales

That's right, it's the complete package, and that is the reason we start here. There is not better tool in the marketplace today.

## The Twelve Step Plan: Contest Marketing Cont'd

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### 5 More Great Reasons

1. Create Brand Buzz – Because word of mouth is still the most trusted source
2. Encourage Website Visits – Brand (re) discovery, remaining top of mind leads to sales
3. Reasonable Cost Content – It provides your brand with something to hype/talk about
4. Valuable Marketing Research – The more you know about your target market, the better
5. Social Interactions – Consumers enjoy brands that engage and recognize them

Contest marketing is specifically geared to engaging your email list, customer and prospect base and social following to opting-in and sharing. SHARE & WIN contest are usually the most effective style for marketers. Keep in mind, finding new prospects or those who indicate they are interested in your product or service are best engaged through social sharing (friend-to-friend) as 85% of all people trust the referral of a friend. Social sharing is critical point of a solid contest marketing platform and marketing agency offering.

"If it scares you, it might be a good thing to try."

- Seth Godin



# The Twelve Step Plan: Email List Acquisition

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## 2. Email List Acquisition

Contest marketing is one of the primary way of getting your email list “opted-in” and ensuring you can do permission-based marketing. Social sharing has allowed you to expand your current email list with those like-minded individuals. The next step, and this should be a company wide effort, is building and developing your email list.

Marketers must have or implement a privacy policy. It should be part of all contest marketing efforts, ecommerce efforts, opt-in forms. In order to ensure you have a strong position for permission based marketing. There is no shortcut here. Sharing or selling your list is also a fatal flaw and in most cases there is no recovery as your list is diminished, as is your reputation.

There are a number of ways to capture email addresses, and for most business, we recommend the following:

### Online Acquisition Techniques:

- Website – an acquisition form on a website
- Online Coupons
- Online Contests
- Third Party Marketing Lists – rent/purchase
- Viral Marketing Programs – can’t plan these
- Free webinar
- Special discounts
- Free whitepapers
- Email Newsletter Programs – keep asking

### Offline Acquisition Techniques:

- In-store ballots
- Telemarketing
- Customer Events
- Warranty Cards
- Contests
- Coupons
- Mail-in Rebates
- Radio

\*Include your web address on all print, newspaper, and magazine pieces



## The Twelve Step Plan: Email List Acquisition Cont'd

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It's critical to always ask for permission to contact your prospective customer. Remember, this is a team effort: your marketing programs online and offline can and should work together. The basic information that you should be trying to collect:

- First name
- Last name
- Email Address
- Gender
- Age
- Location (via postal)

Don't overlook a "refer-a-friend" component. We'd recommend you utilize this process on a quarterly basis. These campaigns are one of the most effective as it involves the endorsement of your product or service by a trusted friend. 83% of people trust the recommendation of a friend, while only 13% trust advertising. That makes a "refer-a-friend" campaign a great list building option.

Most acquisition techniques are fairly simple and can be implemented immediately and we'd suggest that you get started. Again, we recommend you involve your team, customers and vendors in email list building and acquisition.

"Email is a your primary communication tool. Email allows marketers to deliver targeted messages, your message, your timeframe to your target. No other marketing tool is as direct or effective."

- **Michael Bickerton**



## The Twelve Step Plan: Email Marketing

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### 3. Email Marketing

Email has been, should be and will continue to be the marketer's primary communication tool. Marketers who are not using email marketing, not developing permission based email lists, not utilizing ecommerce websites with email drivers are severely out of touch with the current marketing and sales landscape.

## EMAIL IS KING OF COMMUNICATION



Email is a pervasive tactic and continues to grow. "Email is the fastest, most flexible, cost effective, personalized and targeted communication in the world today" according to Peppers & Rogers Group.

An email strategy needs to be clear and concise. There should be some selling aspect, and definitely an offer (nothing sells better than a strong offer). We can't stress enough, in today's world of Foursquare, Groupon, and Kickstarter, an offer is important to ensure success.

Here is a list of some considerations when building your email strategy:

- What do you want accomplished: sell something or branding?
- Make a compelling offer (valid only to this email group)
- Ensure it's relevant to your list
- Know why a person signed up
- Use and test subject lines
- Use and test sender accounts
- Send relevant content
- Be consistent in your frequency: weekly, monthly, etc.
- Use video; be data rich
- Use contests, coupons
- Incorporate social media
- Provide valuable information
- Webinars, seminars, catalogues, gift certificates

## The Twelve Step Plan: Email Marketing Cont'd

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- Loyalty points
- Free Trials, gifts, and shipping
- Discounts
- Sales, bulk orders, early bird offers

There are many styles of email marketing opportunities. Newsletters are a great opening for discussion points, information, letting clients what's going on with your company, in your market and how it impacts your customer. Promotional offers are another great opportunity to "touch" your customer and naturally, they provide value. Offers are generally well accepted by your customers. Time triggered specials or discounts are very effective in maintaining communication as well as moving product.

Email is a low cost and cost effective delivery opportunity for most marketers. When compared with the costs associated with other marketing tactics such as TV, Radio, Print ads (news or magazine) or direct mail it's basically no contest on the costing front.

Email is measurable and trackable, as such as marketers we know what's going on, with all other medias and marketing indicatives measurement is a guess or estimate at best. With email we know almost immediately the impact of the message and of the offer.

Email is without a doubt Email is King of Communication and in a marketing and business world obsessed with data, customer intelligence and measurement.



"Marketing is the name we use to describe the promise a company makes, the story it tells, and the authentic way it delivers on that promise." - **Seth Godin**

# The Twelve Step Plan: Website

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## 4. Website

Likely, you have a website. Like all websites, they were initially built to be “signware” as that’s what used to be all that marketers knew what to do with the Internet. If you are dealing with your Internet marketing opportunities in a digital world it is our recommendation that your website does at least ONE of these TWO things, SELL something, or provide information that will HELP you SELL something.

There are some groups that provide information only, but for the most part, Internet Marketing is about selling products or services.

A website needs to first give your customers a reason to visit, and then a reason to come back and visit again and again. We’ll address how you can effectively provide customers and prospects with a reason to visit.

Here are a list of things that marketers should about their current website, as well as the questions to consider when building or updating a website.

### 1. What is the purpose of this site?

Why is the customer here?

What can they do here?

Why would they come back?

### 2. Can the site be found?

How can they find this site?

What are the keywords?

Is it “search friendly?”

## The Twelve Step Plan: Website Cont'd

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### 3. Can I find what I want when I get there?

Is it easy to get to my primary goal?

Is everything valuable above the fold?

Is there a clear call to action?

Where do the eyes go?

Can I navigate the site easily?

Can I find the 'Contact Us' link?

### 4. Design and Presentation

Is the site aesthetically pleasing?

Is the site welcoming, warm & friendly?

Are the colours and images clear?

Is it easy to read?

Is this site consistent from page to page?

Does the site have personality?

Do I see what I want?

Can I get information and learn?

Can I purchase here?

Is this a resource I would bookmark?

Is the site written in plain English?

Would I recommend this site to a friend?

### The CMA has produced an Essential Website Check List:

1. Skip the splash intro
2. Intuitive domain
3. Works without the www
4. One sentence tagline
5. Useful title pages
6. Focus on the highest priority takes

## The Twelve Step Plan: Website Cont'd

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7. Corporate information in one place
8. Have a search box
9. Simple visual design
10. Meaningful graphics
11. Consistent brand messaging online and offline
12. "You are here" indicator
13. High contrast link palette
14. Consistent navigation
15. Plain English
16. User-centric language
17. Links on verbs (not nouns)
18. Content, provide lots of valuable content
19. Show examples
20. Link all logos

### **There are a few recommendations of ours as well:**

1. Links to social media
2. Video
3. Easy contact form "above the fold"
4. Clean, focused on a single action
5. Clear USP (Unique Selling Proposition)

We recommend that you seek the assistance of a professional or digital agency when updating and building your website. Without a doubt your website should be the "HUB OF YOUR BUSINESS", and as such we recommend that you enlist the assistance of a professional. This could be the most critical step in your marketing plan for most businesses and most marketers.

As a marketer your website should be updated on an ongoing basis. If your website is over 3 years old, we'd suggest that you consider a full upgrade to engage the current online audience's expectations.

# The Twelve Step Plan: Content

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## 5. Content

Content used to be referred to as your blog and white papers. Content now is very complex and a good content strategy is recommended.

### **A strong content marketing strategy would include:**

- Blog content
- Website page content
- Social content (comprehensive across platforms)
- Email Content
- Video Content
- Search engine optimization

Content is what drives your customers and prospects to your website, to your social sites, and content develops brand interest and awareness. Interesting and timely content works together to ensure a strong customer engagement.

According to the Demand Metric, 82 percent of business decision makers prefer to get company information in a series of articles versus an advertisement. 82 percent say content marketing makes them feel more positive sponsoring company, while 61 percent say that company content helps them make better product decisions.

Remember our primary goal on a website is to sell something and or provide information that helps sell your product or service. Content is a fantastic way to impart knowledge, build a following, and create a reason for visiting your website. Customers can't buy if they don't visit! We recommend that you incorporate your blog into your website. There are several inexpensive options for off-website blogs, such as Blogger and Word Press, but it is strongly advised to incorporate your blog into your website. Traffic and content will assist in your organic ranking.

## The Twelve Step Plan: Content Cont'd

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### **We recommend blogging for the following reasons:**

- Provides your customers a reason to visit your site
- Establishes you or your firm as an informed expert
- Builds website traffic optimizing for keywords
- Link building (inbound links)
- Builds brand awareness
- Provides social media content

As well, according to Mitch Joel of Twist Image, "blogging creates seven things: critical thinking, ideation, tinkering, relationships, business, sharing and acts as an exhaust valve."

One of the great opportunities with blogging is the ability to increase your visibility on the search engines, as such: SEO plays an important part in implementing your blog. Again, we recommend that you incorporate your website into your website, as it's notably impactful to the search engines.

### **Here are some considerations:**

- Focus on Unique content
- Link to your previously published posts
- Link to other blog posts
- Never link to suspicious sites
- Never buy inbound or backlinks
- Light images, as load time is an issue
- Single focus content

Content, in conjunction with your social presence, will assist in building larger followings. Sharing content will keep your readers involved with your message, your brand and your selling cycles.



## The Twelve Step Plan: Content Cont'd

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Ghost blogging is an area of that requires a great deal of consideration. Ghost blogging is generally defined as a blog written by a company or person on behalf of another company or person. Although we don't recommend the use of ghost bloggers, we do appreciate that blogging isn't everyone's strong suit and that alternatives are required. The issue around Ghost blogging centers on honesty, openness and transparency. Your following will quickly lose interest if it is disclosed that you're not involved in the actual writing or posting.

Guest blogging, on the other hand, for business is an effective and popular way to expand the reach of your blog. Guest blogging is when someone writes a post for you to publish on your own blog. The most obvious benefit is the fact that you are being seen as a leader in the industry with various authorities contributing on your behalf. That is a huge advantage for both your company and your brand.

All content should be designed with your reader in mind. As such, it need not match your website completely. However, they should be complementary. It's recommended that you keep the design simple, use standard fonts, good contrast, and ensure that readability is the focus. Single messaging a post is a good process, don't complicate your message, and say what needs to be said and no more. Internet Marketing requires you provide content and communication are single focused on a simple message to ensure you get the word out.



"The habit of doing more than is necessary can only be earned through practice."

- **Seth Godin**

## The Twelve Step Plan: Social

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### 6. Social

Social has also replaced a few things such as actual photo albums, diaries, white pages, yellow pages, classifieds, collaging, telephones, intercom, pagers, answering machines, fax machines and the postal service. It's been a true revolution, a technological upheaval the magnitude of which we have never seen. This revolution could be compared to the 1910's when the number of automobiles surpassed the number of horse drawn buggies. Social networking leads as the top online activity globally, accounting for one in every five minutes of online usage.

Social provides you with the potential for growing your business.

- Social is now being used by small business to sell products & services.
- Social allows you to increase your exposure and reach.
- Social allows you to develop and promote your professional images
- Social has permanence and longevity.
- Social has great mass and is relevant on multiple fronts.
- Social continues to grow and increase users on various platforms.
- Social attracts in various ways, personal, business & interest areas.
- Social is a communication tool.
- Social is embraced by all major brands and organizations.

## The Twelve Step Plan: Social Cont'd

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Here are some stats to give you a sense of the overall usage of the top social media channels:



### Facebook

#### Users:

- 2+ billion
- 1.65 billion active

#### Demographics:

- 45% F / 55% M
- 18-29 majority

#### Activity:

- 4.5 B likes generated per day



### Twitter

#### Users:

- 1+ billion
- 310 million active

#### Demographics:

- 51% F / 49% M
- 18-29 majority

#### Activity:

- 303 million tweets on average per day



### LinkedIn

#### Users:

- 414 million
- 106 million active

#### Demographics:

- 44% F / 56% M
- 30-49 majority

#### Activity:

- 17,161 profile views per minute



### Instagram

#### Users:

- 400+ million
- 400 million active

#### Demographics:

- 49% F / 51% M
- 18 - 25 majority

#### Activity:

- 3.5 billion likes a day
- 80 million photo uploads per day



### Pinterest

#### Users:

- 110 million
- 100 million active

#### Demographics:

- 81% F / 19% M
- 35-49 majority

#### Activity:

- Generates 2.5 billion monthly page views



### Snapchat

#### Users:

- 150+ million
- 110 million active

#### Demographics:

- 70% F / 30% M
- <25 majority

#### Activity:

- 7 billion video views per day



### Google+

#### Users:

- 400+ million
- 111 million active

#### Demographics:

- 26% F / 74% M
- 15-34 majority

#### Activity:

- Average 7 minutes spent per month



### YouTube

#### Users:

- 1.3 billion
- 1+ billion active

#### Demographics:

- 44% F / 56% M
- 25-34 majority

#### Activity:

- 300 hours of video are uploaded every minute

## The Twelve Step Plan: Social Cont'd

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Social is continuing to evolve at a rapid rate as the platforms attempt to develop revenue streams. At the same time the growth of smartphones and Internet access is creating even more change and transition.

Social uses language that sounds like this: Dialogue, One-to-one marketing, Real-time communication, Dynamic, Collaborative, Segmented, Authentic and Relevant. We now have to add that since mobile is a priority, we need to add paid amplification, social shopping, vlogging, social wallets, interest based programs a then there is the unresolved issues in the quest for privacy.

Since inception social has had permanence and given on going controversies and the lack of transparency by some platforms users still and will likely have to protect themselves, their data, their images and their wallets.

Terms that are most utilized: Listen, Engage, Be real, Honest, Open, Be respectful, Enjoy, Be transparent and TRUST. At minimum, you must be comfortable with opening up part of your life.

Fact is, Social Media is full of opportunities as well as risk. Social Media has engagement, impact and is continuing to grow in influence, although the platforms are growing and segmenting. The biggest question you have to ask yourself here is "What's the risk of NOT getting involved?"



"An individual artist needs only a thousand true fans in her tribe. It's enough."  
- **Seth Godin**

## The Twelve Step Plan: Paid Ads

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Pay Per Click (PPC) is a very important step in developing and ensuring that you build a solid foundation to your e-marketing. Finding, testing, utilizing keywords and keyphrases in your website url's, your copy, blogs etc. are critical convincing Google your page has relevance and value to users.

When discussion Internet Marketing search is a significant segment, and a critical way to be found online. Here are some stats that will provide you with the enormity of search marketing:

- 93% of Internet experiences begin with a search engine.
- 89% of customers began their buying experience with a search engine.
- In 2014, people searching spent 1.17 seconds reading each search entry.
- 65% of all searches are done on Google.
- 70% of users ignore paid ads and click on an organic link.
- 75% of users never go past the first page.
- 49% of Internet Marketing budgets are spent on search.
- Internet ad spending increased 16% last year.
- Search is the #1 traffic driver to content websites.
- Facebook handles over 1 billion searches a month.

## The Twelve Step Plan: Paid Ads Cont'd

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PPC advertising is an effective way to drive qualified prospects to your website to increase sales. The PPC message, or ad, is typically shown at the top or to the right of natural, or “organic” search results on the first page.

The ad display is free; you only pay when visitors click on the ad, hence the name Pay-Per-Click. The ad, consisting of a title, a short bit of text, and a link to the site, is displayed when the selected keywords are used in searches. The price of the click is what advertisers are willing to pay, determined on an auction/bid system.

There are many ways to ensure a good PPC campaign, and we believe that a “good offer” (an offer of value) is imperative in the success of any campaign you produce online or offline.

Prior to running any PPC campaign, here are a few of the areas that should be discussed and reviewed:

- Determine your objectives for the campaign or website
- Establish the daily/monthly budget
- Choose the keywords pertaining to your product or service
- Prepare your ad with a compelling headline and short offer
- Direct clicks to a relevant landing page that delivers on the promise in the ad

A successful PPC campaign requires ongoing tracking and tuning to optimize the key components.

Reviewing and establishing the following three factors are critical to long-term success:

- Keyword bids
- Click-through-rates (CTR)
- Conversion rates

## The Twelve Step Plan: Paid Ads Cont'd

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Your PPC ad is displayed when the selected keywords are used in searches. The price of the click is determined on an auction system, based on what advertisers are willing to bid.

When setting up a campaign, here are a few recommendations:

1. Determine your objectives for the campaign - are you looking to drive awareness or leads?
2. Establish the daily/monthly budget - how much are you prepared to bid for individual keywords, & spend on the campaign?
3. Choose the keywords pertaining to your product or service - how do your customers think about and search for what you are promoting?
4. Prepare your ad with a compelling headline and short offer - why should someone click on your ad?
5. Direct clicks to a relevant landing page - does the page deliver on the promise in the ad? A successful campaign requires ongoing testing, tracking, tuning and optimizing.
6. Keywords - which keywords are driving visits and leads?
7. Keyword bids - are you bidding enough to get optimum visibility for your ads?
8. Click-through-rates (CTR) - are the ads relevant to the keywords, and compelling?
9. Conversion rates - is the landing page offer sufficient?

Pay-Per-Click is a level playing field for all advertisers and is an ideal way to drive leads quickly. PPC is also an outstanding real-time source of marketing intelligence, by determining how well your message resonates with those searching for your products. Another benefit is the fact PPC is very useful in directing the efforts of your organic SEO program.



"All marketers are storytellers. Only the losers are liars."

- **Seth Godin**

## The Twelve Step Plan: Social Ads

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Previous white papers focused on paid Facebook ads, as it was the number one visited social platform. As things continue to evolve it seems as Marketers need to consider these networks when evaluating the location of their audience.



Each of these platforms now provides marketers the opportunity to purchase ads. If you are a social user, you've noted ads on each of these platforms will continue to develop their ad offerings. Again here are a variety of stats and information that will give you a sense of the current status and the opportunity for marketers:

- 90% of those aged 18-29 use social media, compared to 35% of those over 65
- 57% of users think more positively of a brand after seeing positive comments online
- 33% of millennials say social media is the preferred channel to communicate with businesses
- 46% of markets can't measure how effective their social channels are
- 14% of social media activity leads to sales
- Social media advertising accounts for 10% of overall marketing budgets
- 52% of online adults have more than 1 social media profile
- On average, a regular social media users will have 5 profiles
- Mothers with children under the age of 5 are the most active on social media
- Sales people who used social media were 6x as likely to exceed their quota
- 12 new active mobile social users are added each second



## The Twelve Step Plan: Social Ads Cont'd

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- 50 million active small business Pages on Facebook, but only 2.5 million will pay to advertise
- \$13.3 billion spent on mobile advertising in 2015
- 78% of Facebook advertising revenue is from mobile advertising
- 40% of users don't like any brand Pages
- Facebook Ad CTR is approximately 0.9%



- 60% people prefer online video platforms versus live TV.
- 80% of people aged 18-49 will visit YouTube at least once a month.
- Per day, there are 1 billion mobile video views.
- Youtube accounts for 66% of premium online video for millennials.



- The number of Tweets sent a day would fill a 10-million page book.
- 77% of Twitter users feel more positively about a brand when their tweet has been replied to
- 76% of users would recommend a brand after positive feedback
- 54% of users have taken action after seeing a brand mentioned in a Tweet

## The Twelve Step Plan: Social Ads Cont'd

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- 400 million members, with 100 million visiting monthly
- 3 million companies use LinkedIn
- 80% of B2B marketers use LinkedIn for launching new products or services
- 45% of members are in upper management positions
- Reach of a post is approximately 20%

Generally, ads are fairly simple and straightforward. There are a variety of targeting options that vary platform to platform. Ads are generally available in CPC and or CPM for ads, they can run continuously or they can be scheduled.

Each social platform has a complete guide on setting up and dealing with ads and their platforms. As well, there are many tutorials available by a variety of individuals and agency types on YouTube. Or, as we generally recommend, you may seek the assistance of a professional. Having ad experience with a specific platform will provide you peace of mind and generally assist in getting the most out of your budget will assist in reaching the appropriate target.

As will all Internet Marketing tactics paid ads are highly tractable and measurable. Marketers can learn lots from tracking, testing, tracking and testing on an ongoing basis. Generally ads on social platforms are very effective and provide so much more data and provide much higher results than any conventional marketing tactics.



"Every ad needs to do one of two things to succeed...yet most ads do neither".

- **Seth Godin**

## The Twelve Step Plan: SlideShare

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### 9. SlideShare

In today's business environment most marketers are utilizing the power of presentations using PowerPoint. Where as the corporate brochures and changes were difficult and costly, the digital replacement can be updated on as needed basis. As such corporate information, and selling tools can have the latest successes and news that impacts your company and your industry.

SlideShare utilized by hundreds of large enterprise brand companies, like Microsoft, Dell and Pfizer to name a few. SlideShare is the home for presentations by small business and professionals as well. The ability to share on a wide variety of social networks is also a great opportunity to be utilized. You can also embed your Slide Share presentation into blogs, your website or landing page.

The majority of traffic at SlideShare comes via search, and the average visitor stays for 8 minutes viewing around 20 slides. We suggest they are engaged. LinkedIn is a key partner as well. Speakers, consultants, marketers, CEO's, engineers and designers all use SlideShare.

#### **Here are interesting and impact stats regarding SlideShare:**

- 70 million unique visitors a month
- 38 million registered users
- 41% of B2B marketers use SlideShare to promote content
- 17% use SlideShare for a new product/service launch
- 400,000 presentations uploaded monthly
- 80% of traffic comes from search

## The Twelve Step Plan: SlideShare Cont'd

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Jake Wengroff, formerly Global Director, Social Media Strategy and Research at Frost & Sullivan, said SlideShare gave his company thousands of qualified leads a year, and a 70x return on investment.

SlideShare has had explosive growth and is continuing to grow in popularity. There are over 70 million users, 215 million monthly page views, over 10 million presentations uploaded. Interestingly, 20% of SlideShare visitors are directed directly from Google.

Depending on your needs, SlideShare offers a basic program at no cost, as well as paid versions ranging from \$19.00 monthly to \$249.00, with many additional offerings.

There are a couple of competitors to SlideShare, such as Mypllick, Sliderocket and Slide. Some critics note that the options may be better, but SlideShare has become the YouTube of Slideshows. As such, we recommend SlideShare for the reason that it has become the industry normal.



"If you can't state your position in eight words, you don't have a position."

- **Seth Godin**



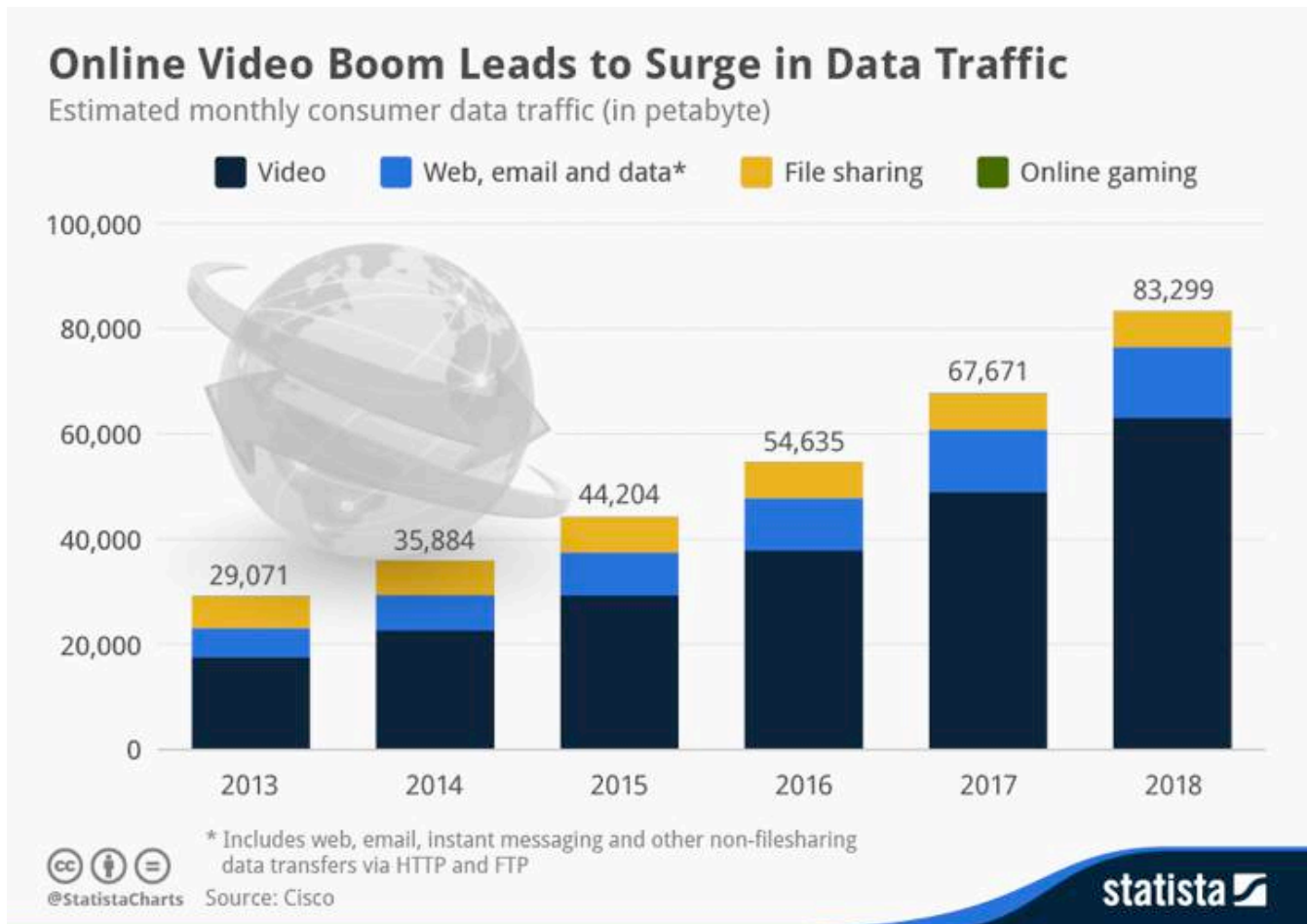
# The Twelve Step Plan: Video

## 10. Video

It is in the throws of a boom even greater than that of the dot.com boom of the late 1990's. In prior years we referred to video as "rich media", today it's know simply as video.

Technology has set free video at every level; professional quality video is available to just about everyone. Google purchased YouTube in November 2006 and it allows users to upload, view and share videos. YouTube operates worldwide and is a staple of the Social age.

It's estimated that Video will continue to grow, out pacing all other communication activities. Online video now accounts for 50% of all mobile traffic, 78% of users watch weekly and 55% watch daily. Research indicates that people remember only 20% of what they hear, 30% of what they see, but 70% of what they hear AND see. Video has become an integral part of building content and followers for social media, blogs and websites.



## The Twelve Step Plan: Video Cont'd

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Video has a number of advantages in the marketing sphere that NO other medium has when it comes to audience. Here is a list of feelings and emotions that video can evoke:

- Trust
- Curiosity
- Confidence
- Amusement
- Interest
- Surprise
- Hope
- Excitement

Video is available and used in a variety of formats used to generate views, engagement and increase brand visibility. Here are a few ways video is used to engage:

- About us
- Demonstrations
- Interviews
- Instructional
- Testimonials
- Tutorials
- Animated

Video marketing is important for a variety of reasons and the increasing use of mobile usage, smartphone penetration has new stats indicating that smartphone (or mobile) use is has now outpaced that of desktop. 87% of marketers have used some form of video content and found it effective. 75% of adults have interacted online video this is trend is growing.

Video allows marketers to get more content out in less time as the attention span of users is diminishing, it's the age of distraction. The average time of spend watching video has double on mobile, and users are engaging on chat apps such as Facebook Messenger and Snapchat and most of those messages are in video format.

## The Twelve Step Plan: Video Cont'd

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Video is also the most accepted format in email and social. To give you a sense of the engagement, note the following:

- 1 billion plus unique users each month
- 6 billion plus hours of video are watched each month
- 300 hours of video is uploaded every minute
- 1 billion mobile views per day
- \$4.28 billion global ad revenue
- 40 minute sessions on mobile
- 40% daily users

Although YouTube is the leader and the household brand name. There are several others you may wish to consider:

- Vimeo
- CurrentTV
- TED
- Hulu
- UStream
- BlinkX
- Big Think
- Blip.tv

It remains a fact that video is one of the largest components and is continuing to grow. Like all other marketing initiatives you must be clear on your process, know your audience and ensure how your video content will be viewed and shared. It goes without say a professional will ensure you leave the appropriate visual impression, yet in some cases UGC (user generated content) will allow marketers to offer a fairly low level of quality if positioned correctly.



Life is actually far better than it is in the movies. And it takes longer.”

**Seth Godin**

# The Twelve Step Plan: Article Marketing

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## 11. Article Marketing

Article marketing was and still can be a very effective marketing tool today. Article marketing has been used to promote an author's expertise in terms of marketing, product or services. Traffic is driven from article directories and provides traffic to websites there by providing value in terms of leads, seo, PageRank and reputation.

Content is king (and yes that includes video), yet creating content will always provide some benefit. It's important to recognize that Google will reward pages that are active and have fresh, relevant content by ranking them higher.

According to TechWyse gone are the days where producing low quality low cost blogs and distributing them across the internet is an effective tool, in fact it is likely impacting your companies online reputation. That being said, note that marketers utilizing article marketing must ensure that they are producing quality content, it must be unique, should have at min 500 words and the longer the better. Content should be truly English and it must deliver value to the reader.

The second issue impacting article marketing today is placement. Your article must be posted on a quality and RELEVANT site, linking cars to cars etc. As well, marketers can link to general article directories like Ezines, yet it's best to keep your article and the links site related.

Guest Posting is now an effective Article Marketing tactic. Guest posting is a great way to gain high quality links, increase traffic and exposure. There are Guest posting service myblogguest.com which will find new niche opportunities for both writers and website owners.



"There is no better friend on the Internet than high quality relevant content in your subject area or area of expertise."

– **Michael Bickerton**



## The Twelve Step Plan: Article Marketing Cont'd


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Article Marketing is free in almost all cases. The marketer's only investment is the time. Signing up for these sites is very straight forward, and in most cases they range from 300 words to 5000 words, so you start slow and easy.

Here are a list of popular article sites:

- Ezine Articles ([ezinearticles.com](http://ezinearticles.com))
- Article Biz ([articlebiz.com](http://articlebiz.com))
- Article Dashboard ([articledashboard.com](http://articledashboard.com))
- Go Articles ([goarticles.com](http://goarticles.com))
- iSnare ([isnare.com](http://isnare.com))
- Amazines ([amazines.com](http://amazines.com))
- Article Alley ([articlealley.com](http://articlealley.com))
- Buzzle ([buzzle.com](http://buzzle.com))
- HubPages ([hubpages.com](http://hubpages.com))
- Article Base ([articlebase.com](http://articlebase.com))

Your goal in Article Marketing is similar to Social Media Marketing, so leave your sales hat at home. Ensure you begin in a conversational style, by imparting knowledge. Be open and transparent, and it's always best to inject something of yourself. Humour is always a welcome attribute, if appropriate. The goal is to build your reputation as an expert in your area. As such, inform, educate, and entertain.



"Don't be different just to be different. Be different to be better." - **Seth Godin**

# The Twelve Step Plan: Lead Generation

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## 12. Lead Generation

Lead generation is the generation of consumer interest into your products or services. As a marketer developing email and social contacts that have expressed an interest in your product or service is the primary way to find new customers.

The process is awareness, engagement, acquisition and conversion. Marketers are aware lead generation is not a sales funnel, as prospects may well be interested in your product, yet do not have the resources to purchase or in fact have a brand allegiance to your competition.

The first steps in lead generation as outlined are:

1. Contest marketing
2. Email marketing
3. Social marketing
4. Content marketing
5. Paid Ads Google
6. Paid Ads Social

Here are some other lead generation techniques, some of which we outlined and some are conventional.

- Article marketing
- Search Engine Optimization (SEO)
- Podcasting Content
- Refer a friend programs (RAF)
- Direct Mail (DM)
- Telemarketing
- Trade Shows
- Link Building

## The Twelve Step Plan: Lead Generation Cont'd

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Following the logic that your website is the hub of your business and your website should either act as a cash register or provide information and a process to act like a cash register, then it would seem that lead generation is every marketer's first priority.

Websites should also collect leads, as such, be part of the lead generation process. This can be done fairly easy, why asking for opt-ins for certain pages, whitepapers, video or any other engaging content.

Marketers should only consider working with agencies that being with the end in mind. Programs that utilize an effective combination of Search Engine Optimization (SEO), Pay Per Click (PPC) and Social Media Marketing (SMM), that will increase leads, customers directly from your website.



**RAVEN5** works on the premise that the things have changed, there is NO scarcity and consumers can find what they want when they want. As such Marketers can no longer rely on the process of only HUNTING for customers. The marketing phrase of "SPEND, HUNT and HOPE".

Marketers must now learn how to be HUNTED. As consumers scoured the Internet, use search techniques, processes and platforms to find what they want when they want it. Contest marketing allows you to expand your database while at the same time gather critical information:

- First name
- Last name
- Email address
- Gender
- Date of Birth
- Location

## The Twelve Step Plan: Lead Generation Cont'd

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The next step is to build communication strategies that keep marketers products and services top of mind:

- Awareness
- Engagement
- Acquisition
- Conversion

When a customer is looking for something, they simply Google the words and phrases that suit what they are looking for. Are you there? They are open to suggestions from social media sites. Are you there? In many cases they will find what they are looking for on the first page of the search results (organic ranking), or at least have their short list.

With your website at the center, all activities and pathways lead back to your website or landing pages. It is important to have everything anchored in a central spot. Your website is a great hub. Marketers have to ensure that consumers be allowed to find what they are looking for when they are looking.

**Marketers need to be open to change**, and appreciate that things have changed while continuing to evolve.

## That's a Wrap

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This Internet marketing white paper was prepared in an effort to give you the information required to build an Internet marketing program that is efficient and effective.

Developing your communication process should be your number one marketing priority. Email is your most effective tool. Email allows you to communicate your offer; on your time schedule to your target no other marketing tool can make this claim. Contest marketing assists you in building your email list and social followings.

Everything online - your website, your social networking, blogging, even mobile marketing - are all on the upswing. All online activities are growing at double-digit rates and will continue to impact your techniques as they evolve and change.



Change and transition are the realities of Internet Marketing.”

**Michael Bicketon**

Many tools are available to marketers and in some cases free, however, as with anything else new, we'd suggest you seek help from a digital agency to assist you throughout this maze. Internet Marketing is new to many marketers, and has overtaken traditional media as the primary marketing and advertising mechanism. Internet marketing takes time and patience. It's a slow climb to build your online presence.

## Get Started

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1. Contest Marketing - Starts with a kiss.
2. Email List Acquisition - Make new friends.
3. Email Marketing – Time to talk?
4. Website - Need a place to buy?
5. Content – A reason to come back.
6. Social - Make new friends.
7. Paid Ads - The largest party.
8. Social Ads - Meet somebody new.
9. SlideShare - Show your stuff.
10. Video - Second largest party.
11. Article Marketing - Build your reputation.
12. Lead Generation – Look for the next score.

These Twelve Steps will allow you to build a solid foundation for your Internet Marketing. Let's face it, Internet Marketing has overtaken all traditional media opportunities, and this trend will continue. Traditional media in all areas is seeing declines in readership, viewership and revenues, sad but true.

## Considerations

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Using any these recommendations individually will each work in driving traffic, finding leads and improving your reputation.

However, like a symphony, Internet Marketing needs to have a degree of sophistication and seriousness of purpose. Like all other business-building functions, it takes time, patience, and energy.

**Ready to go?**

sales@raven5.com or  
1-855-543-8345 x 700

**Creating experiences as  
unique as your customers.**



**RAVEN5** finds new prospects and engages existing customers via contest marketing programs that utilize social sharing technology.