

How to use this guide

This handbook is your guide to marketing your website, prepared with years of experience in online sales and marketing. The first half of the toolkit is devoted to explaining the best marketing techniques, both online and in the real world.

Each technique also has a real world case study or example where one of our clients has done just that.

Along the way as you read this handbook there are places for you to start writing out your notes, and then in the second half of the handbook there is a calendar to create your own Online Marketing Strategy.

ONLINE MARKETING TOOLKIT



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About the Author

With over 15 years of experience in developing web services and software, Drew Wentzel has helped designed and developed usable and functionality rich Internet applications and built online presences for a wide variety of industries including retail, government, hospitality, lifestyle, corporate and technology

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1. COMMON BRANDS IN SOCIAL MEDIA & ONLINE MARKETING



SOCIAL MEDIA FOR BUSINESS

2 MARKETING STRATEGY FOR YOUR WEBSITE

It may seem pretty obvious, but for most businesses **their number one objective is to make money online**. It's obvious sure, but many people fail to really understand how a website needs to make money.

There really is no such thing as build it and they will come; your website is just one of the billions of other websites online. To make money online you need to get customers to come to your website and there are two ways of doing this:

NEW CUSTOMER
ACQUISITION

EXISTING
CUSTOMER SALE

CASE STUDY

The problem is that new customer acquisition is tough, expensive and can be a very long process.

Selling to existing customers is far easier and cheaper too, but if you have no customer base to start with then you need to get customers, and this can be very expensive.

To make sure you get the absolute most out of this handbook you need to keep in mind a couple of really important factors:



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Your strategy must firstly be all about New Customer Acquisition and Awareness Raising

Your Forward Strategy must be about marketing to and keeping your existing customers

Once on the digital marketing trail, you can never get off the elevator.



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3.1 TACTICS

The following table shows the different marketing tactics and where they fit.

New Customer Acquisition

Google Adwords

Facebook Advertising

Search Engine Optimisation

Aggregate Shopping Sites

Deal Sites

Marketing to Existing Customers

Email Newsletters

Customer Segmentation

One to one Digital Marketing



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Marketing to Both New & Existing Customer

Discount Coupons

Content Sharing

Direct Marketing

Check-ins

Follow me PPC Advertising

Cross Promotions

Facebook Groups and Offers

Landing Pages



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4 GOOGLE ADWORDS & PAY PER CLICK (PPC)

By far the most immediate and successful of online marketing techniques is online advertising. This form of advertising is known as PPC or Pay Per Click.

The most common of which is through Google Adwords <http://www.google.com/adwords/>, although advertising on Facebook is fast approaching the same fervor as Google.

Flower Store in a Box

www.flowerstoreinabox.com.au/

Flower Store In a Box is an eCommerce website solution for selling flowers online, specifically designed for florists to extend your business from bricks to clicks!

Flower Store In a Box state of the - Enflexion

www.enflexion.com.au/products/flower-store-in-a-box.shtml

Flower Store in a Box (<http://www.flowerstoreinabox.com.au/>) is a new product developed by enflexion to give florists the cost effective ability to maximise their ...

You need to set a realistic budget based on the competitiveness of your chosen keywords. Too little and you won't get your money's worth and your campaign will run out before you reach your sales conversion rate, too much and you are just wasting money.

Whilst it may seem logical to go for the keywords with the highest search volume, there are many reasons why this is not your best policy. These keywords will be expensive and they generally do not have a great conversion rate.

SOME IMPORTANT THINGS TO KEEP IN MIND

Depending on your keywords and your market don't limit yourself to target only your own geographic location. Just because you may only deliver to Australia does not mean that family and friends overseas may not want to use your website to send gifts to their family and friends in Australia.

However if your keywords have a conflicting international target (IE your suburb is the same as a suburb overseas) then limit the geographic targeting of your keywords.

You should constantly review the effectiveness of the keywords and bid rates and change your campaign accordingly.

Get a professional to manage your Adwords campaign, BUT you should have full access to the account and you should also learn as much about your settings and how it works.



CASE STUDY

One of the most successful uses of Google Adwords PPC campaigns is Urban Flower <http://www.urbanflower.com.au>, who have literally created hundreds of PPC keyword combinations online for every single combination of suburb, flower delivery and florist / suburb combination you can imagine. If you search for Flower in a multitude of suburb names you will most likely come across one of their sponsored adverts on Google.

5. SEARCH ENGINE OPTIMIZATION

Search Engine Optimization or SEO is one of the most important online marketing tactics that you can undertake.

As a general rule there are three methods of marketing online:

**PAY PER CLICK
ADVERTISING**

**SEARCH ENGINE
OPTIMIZATION**

**AGGREGATE
MARKETING**

SEO or Search Engine Optimization is the art of convincing Google and other search engines that your site is relevant for your chosen keywords.

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SEO or Search Engine Optimization is the art of convincing Google and other search engines that your site is relevant for your chosen keywords.

The first thing you will need to achieve SEO greatness is a well-designed website that is Search Engine friendly.

The Basic SEO project is cornerstone of any future SEO / SEM work and delivers:

**Review and fixing of
any outstanding SEO
issues on site**

**Identification and
analysis of key-
words to target**

**Keyword distribution
on site**

**Writing of Page
Titles and Metadata**



Depending on the keywords being targeted the Basic SEO project will get you on the first page for the lower competitive keywords. Higher competitive keywords would require a longer SEO project.

Then after this it's about building quality inbound links to your website and this requires a long term campaign.

Based on our experience if you are targeting say capital city keywords with florist or flowers, a SEO project of between 6 – 12 months to attain your rankings would be required and then an ongoing maintenance campaign would be required.

Every month you should be reviewing where you are and what your rankings are, we usually suggest a mini SEO Audit which includes:

The SEO Micro Audit reviews the website against a set number of SEO criteria **including**:

BROKEN LINKS

INCOMPLETE
CONTENT

DUPLICATE
CONTENT

MISSING PAGE
TITLES

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For minor issues these will be automatically fixed, however for some larger issues they will be identified and discussed with you and any costs identified.

CASE STUDY

When Brisbane City Blooms launched in 2009, they were a brand new business with no retail store front and limited resources. They used enflexion to target their SEO for Brisbane Flowers and related keywords. Within six months they were at the top of the organic rankings in Google!

6 AGGREGATE SHOPPING SITES

Increasing targeted traffic to your website is a key requirement of doing well online and using Aggregate websites such as GetPrice or Shopping.com are an essential way of driving traffic to your website.

They work like a search engine; you provide them with a list of your products, product information like price, image description, colors etc and a link to the product. Then when someone searches for a “red dress” they show all the websites that have a red dress along with a price comparison.



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Now you don't have to be the cheapest here, often it's about the shipping costs, availability, location etc.

They make money by charging you a fee every time someone clicks on the link that takes them to your website. Generally speaking if someone has clicked on a link from one of these sites the likelihood that they will buy is higher than say a normal organic link through SEO.

You will need to supply them with a special export of your product data (which Sliced Bread already does) and you will need to sign up with these companies. But in our opinion they are a great way of increasing traffic to your website.

LINKS:

Get Price – <http://www.getprice.com.au>

Shopping - <http://www.shopping.com.au>

CASE STUDY

Super Discount Supplements is a relative new entrant in the Online Body Building, Vitamins and Health Supplements market. Because of this they required an integrated strategy to promote their products. They chose a mix of Google Adwords, SEO and they share product data with The Australian Aggregate Shopping sites GetPrice & Shopping.com.au. It was very simple to share the data all they had to do was use the existing GetPrice XML Feed from their website. Within a few hours of the feed going live the customers were already clicking through and purchasing on their website. It was a great example of almost instantaneous results!

The Deal sites are exploding right now, whether it's the daily deal sites like Living Social, Deal Me etc or the sites for getting rid of excess stock like Ozsale or Catch of the Day they truly are the hottest Internet property right now.

BUT they are also the highest complained about sites to consumer protection agencies in 2011 and you don't want to end up being complained about.

There are absolute pros and cons of using these sites, but we strongly believe that done well they can be really useful to your business.

How They Work

Depending on which deal site you use they are all a bit different, but generally they offer a deal that is about 50 – 75% off normal RRP. The deal site will then schedule the deal and promote it through their website.

There are three types of deal scenarios:

7 DEAL SITES

Scenario One – Deal Site does Distribution

In this scenario you are essentially selling excess stock to the deal site and you have no more involvement. As a general rule this is not great for you to build a customer base as you don't get anything other than the money for stock.

Scenario Two – Deal Site Sells You do Distribution

In this scenario the deal site will do everything except send the stock. Once the deal is complete the deal site sends you a list of orders and you fulfill these orders. You generally get paid at this stage too so it's ok for cash flow.

This is an okay scenario so long as you get to include the new customers in your own customer database, but beware that not all deal sites allow you to keep the customer data, and if that's the case it's not a great marketing exercise.



Scenario Three – Deal Site Generates Coupon for Fulfillment on your Website / Business

This scenario is generally the best scenario for you; the deal site will send each customer a coupon for fulfillment. The customer can then come to your website, complete a form and redeem the coupon.

You will get sent a list of coupon codes and it's up to you to validate the redemption and manage this process. But it also means that you can gather more data from the customer and ask them to opt into future advertising and marketing.

Generally speaking most deal sites will take up to 50% of the price being charged AND they will only pay you when the product or service has been fulfilled. This can mean that you may need to have the cash flow BEFORE the delivery.

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SOME PITFALLS OF DEALS

Unless you have the ability to very quickly ramp up your operation and have the products on hand you can easily fall over.

If you are directing people to your website to redeem the coupon you need to make sure your website can handle the traffic and that the codes are being validated properly unlike the recent Hungry Jacks Offer which brought down the web server!
<http://www.smh.com.au/small-business/trends/flamin-heck-thats-a-lot-of-burgers-20120313-1uxqe.html>

You may need to cover the cost of the products / services while you are fulfilling them and before the deal site pays you.

You can end up with less than 12.5% of the actual RRP of the product price.



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CASE STUDY

Brisbane City Blooms has very successfully used multiple deal sites to drive traffic and build their customer database. Each deal was done where the customer was given a coupon and the coupon was redeemed on the Brisbane City Blooms website. This meant that they could manage the redemption dates and the customer data was entered into their database for future marketing purposes.

8 EMAIL NEWSLETTERS

Although email marketing is often maligned, it's still a great source of revenue for many websites. The trick with email marketing is to do it just enough to encourage the sale but not too much to annoy the customer.

A good email newsletter will have a catchy title and image and a reason for people to click the offer to read more on your website.

It should have a good mix of visual and textual information.



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9 BUILDING YOUR MAILING LIST

You've no doubt realised by now that new customer acquisition is expensive and can be tough. The most cost effective marketing techniques are where you encourage your existing customers to buy more from you.

But apart from customers signing up on your website what other ways are there for building your mailing list?

In Store Competition for dropping a business card in a bowl.

We see this all the time at small cafes, restaurants and other businesses; it's really simple and very cost effective. All you need is a large bowl and a sign! And for those people who don't have business cards have a preprinted slip next to the bowl so they can enter your competition.

If money is tight give away your own products, if money is ok or you have a very large potential walk in market give away something really worthwhile like an iPad.

Deal Sites

The big internet property right now are the daily deal sites, these are a great way of building your mailing list and we look at these in another chapter of our Marketing Tool Kit.



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Online Signup

Obviously this marketing tool kit is for your web based business, and let's not forget the good old online sign up. It should be enticing though, why would someone want to sign up to your marketing list? What are they getting out of it?

10 Customer Segmentation

Know your customers, and I don't just mean know what your ideal customer should be, I mean know your actual customers, know who your regular customers are know who is ordering what.

The better you can segment your customers the better you can market to them and make them personal offers.

Some of the obvious Customer Segmentations are:

Location

IE Sydney, Melbourne etc, you might have a local only special

Order Frequency

Do you reward your customers who order more frequently on your website? You might find that local businesses use you on a regular basis to



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What has been ordered

Anniversary flowers, birthday flowers etc these generally happen once a year and there is nothing wrong with reminding someone 11 months later (of course it could be creepy if that person is no longer in the relationship)

You can create small email lists and create small emails specifically targeting just these market segments.

11 DISCOUNT COUPONS

Everyone loves a discount and your website can jump on the discount bandwagon simply and easily.

A discount coupon is simply a number or code that allows the customer to save an amount or percentage off their order.

The customer has to enter the code on your website when they make their order to claim the discount.

You can set up a coupon code and then promote this in emails, advertising both offline and online, I have even seen a company writing a discount coupon in the sky!



The benefits of a discount coupon are:

They don't cost anything unless the customer buys;

You set the discount whether it be a flat amount or a percentage off;

They can be valid for a short time only

CASE STUDY

ASOS on the world's largest online clothes retailers regularly combines a great sale with an extra discount code that offers an extra 5% off. It's a great way of encouraging people to shop and it does hit that psychological spot that encourages consumers to buy!

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12 SOCIAL MEDIA - FACEBOOK

These days Facebook, Twitter, Pinterest, YouTube etc are the new must do marketing mediums. If you believe the hype (which I do) in the future less and less people will use search engines to search for a product instead they will “Crowd source” their consumer purchases.

But why is Facebook just as important in your marketing strategy then? It's all about **Social Reach**.

If you post a comment on your Facebook to your say 100 followers and then that is published on 80% of their news feeds and each of those people have 50 friends that read that post on their news feed you have just promoted yourself to over 4000 people!

It's not just about the social reach it's about the two way conversation you can have with your customers. There is nothing like it where a customer can tweet or Facebook post a comment about your brand or product and you can track that and answer their question, feedback or complaint.

But for that reason alone it's not only important that you embrace social media it's vital!

So what are some of the techniques we can use?



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Promote by giving away free products to your fans.

There is nothing better than making some really nice comments about a brand or even sometimes when there is a problem and the company gives you something. It doesn't have to be big it could be a discount coupon, movie tickets, an extra product in an order.

It just makes a big difference though AND if you do it as a comment it will get you good Social Reach.



Enter a Competition by Linking the Page

By far the most common way of getting people to like your Facebook Page is to enter them in a competition if they Like your page. It's simple and effective

Unlock a discount Coupon by Linking the Page

Similar to the Like to enter a competition strategy instead of going into the draw to win something this takes the customer to a page with a special discount coupon that can then enter in the checkout page.

You can also do this with share some content where they have to share something with their Facebook friends to unlock the code.

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Have 1 cent auctions on eBay and promote it on Facebook

You can have a 1 cent Auction on eBay and only promote it on your Facebook page, 1300 Flowers does this once a week and it's very effective for them!

Win free stuff by putting your their name in the person's Facebook name IE

This is a great one that I saw a nightclub promoter do, they ran a competition where they would give anyone free drink coupons if they changed their name on Facebook that include the name of their nightclub! Something like:
Drew Coca Cola Wentzel

And you know what hundreds of people did it for the weekend!

Upload Picture Tags

Get your customers to upload a picture and tag themselves and their friends and your page to win something or go into the draw to win something. Just remember like your personal Facebook page your business page has to have personality as well.



12.1 LINK YOUR WEBSITE WITH SOCIAL MEDIA

The next part is to link your website with your social media strategy, things like:

Like pages of your website and your website as a whole

Add Share buttons on your website so people can share the content / products with their Facebook

Single sign on to your website with their Facebook login details

Use Facebook Comments for allowing customers to make comments / reviews of your products services on the website

Facebook feed on your website (only if your Facebook fan page is actually busy, otherwise do not use it)

On the final checkout page after the customer has paid ask them to share the order and they can get something extra, like an ad on for free!with their Facebook friends to unlock the code friends



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13 HOW TO COMMENT / RESPOND ON SOCIAL MEDIA

You must have a policy in place for how your company responds to requests for information, complements and complaints using social media.

When someone does make a complaint about you on Facebook or Twitter you should personally respond to the complaint, never delete it and never ignore it.

Acknowledge the complaint and the customer's frustration

Fix the problem then and there is you can

Ask for more information if you require it

Try and resolve the complaint on the same medium if possible IE if it was on twitter answer back on twitter.

If you can't do so provide an email address, name and or telephone number for the customer to follow up.



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You should never:

Delete the comment
(unless it's offensive
or illegal)

Ignore the comment

Belittle or otherwise put
down the customer or
their complaint.

Lifehacker have a great 7 Steps for handling a complaint!

<http://www.lifehack.org/articles/communication/7-steps-for-resolving-customer-complaints.html>

You should make sure that you have Google Alerts and some form of Twitter Alerts Setup so you are notified of anything new said about your company or products. I have a number of alerts setup so that if a blog or newsfeed or Tweet is made using my name, company name or the product names we sell I get an email almost instantly and I can address any issue.

Google Search Alert: <http://www.google.com/alerts>

Twitter Alerts: <http://tweetbeep.com/>



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CASE STUDY

Valentine's Day is the one day of year for all florists where the lead up and aftermath sees a large number of complaints of flowers not being delivered on time. And Social Media is place for disgruntled customers to air their dirty laundry.

Many customers will go to social media sits and vent, you **MUST** respond to these and if possible apologies and fix the issue for them. Even if the day has already been missed, a gift coupon for next time will not cost you much but will help smooth over the hurt feelings.

Beware: if you say you will fix a bad process make sure you do because it will back fire on you!

14 IN STORE PROMOTIONS

If you have a physical store you should be promoting the fact you have a website. I am always amazed at how many retailers fail to promote their website in real life.

Your web address should be everywhere:

On your receipts

On your packaging

On your price stickers



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As mentioned before in this guide on building your mailing list you should also encourage people to join your mailing list by dropping their business card in a bowl or writing down their email address.

Don't forget to ask people to joining your mailing list either!

Other ideas for in store web promotions:

Have a computer showing your website in store (iPods are cheap and can be easily secured)

Give out banners with discount coupons for your website IE 10% off your purchase on our website

15 CHECK IN ON FACEBOOK OR FOURSQUARE

Another very cool in store promotion is to encourage customers to check in on Facebook or Foursquare in your store.

It's the same principle of the Social Reach we explored in the chapter on Social Media.

Have a sign that asks people to check in, and then when they buy something show the staff that they have checked in and then give them something extra.

It could be as simple as an extra discount, or some sort of cool freebie.

Because every time someone checks in, all of their friends see it on their newsfeed!



CASE STUDY

ASN Body Building Supplies store have a not up on the counter that says:
Check in on Facebook or Foursquare and receive a free protein bar
Nearly every person that buys something in ASN checks in which in turn promotes the ASN store to all their friends giving them untold free publicity.

16 WEBSITE METRIX

There is a lot of confusion about what constitutes a successful website. There are no strict blanket statistics. Obviously your sales are a big factor but apart from that what other metrics are important?

People talk about website hits all time as if they vitally important, but hits are meaningless.

The most important metric for an ecommerce website is the Sales Conversion Rate and this is the percentage of sales to visits.

For example:

If you have 100 Visitors - 10 sales

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Your Sales Conversion Rate is 10%.

Sales conversion rates vary dramatically from industry to industry and can be anywhere from 0.1% up to 15% for specialist highly targeted websites.

Some other important website metrics are below:

Unique Visitors

The number of unique visitors that come to your website

Visits

The number of visits that everyone has come to your website

Page Views

The total number of pages that have been viewed on your page

Pages / Visits

The average number of pages that each person visits on your website during a session

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Avg. Visit Duration

How long the average person stays on your website

Bounce Rate

The percentage of people who visit your website and then leave without visiting any other page.

New Visits

The percentage of visitors to your site that have never been there before.

16.1 GOOGLE ANALYTICS

We always recommend you use the free Google Analytics application to review your website, it's free and VERY powerful!

<http://www.google.com/analytics/>

17 UPDATING AND CHANGING YOUR WEBSITE ON

A website should not be left to sit on the web without updates. You should be changing things on a regular basis. It's not just for encouraging customers to come back it's great for Search Engine Optimization as well.

Think about creating a calendar and doing weekly updates to the site. Some of the things you can change are:

News
Announcement

New Product

Special Offer

Update
Homepage Banners

If you are good at Twitter and/or have a popular Facebook page we can add both of these to your website so your Facebook and or Twitter Feed can be linked from your website.

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18 AFFILIATE MARKETING

Did you know that there are millions of blogs and other website on line who can help you market your products and services?

It's called Affiliate Marketing and it's very easy to do. You sign up with one or many of the companies and then you provide them with image advertisements.

It works by having other websites and blogs advertising you with these images and special links.

Then when someone clicks one of these links and buys on your website the website that referred you makes a referral fee.

It's all managed by the affiliate company, all you have to do is add some code to your website so the referrals can be tracked.

Some of the affiliate companies will expect you to pay an upfront cost to join, but many of them will also do all the advertising images for you too.

Some sites to get started:

<http://www.clixgalore.com.au>

<http://www.commissionmonster.com.au>



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19 ADVANCED IDEAS

This guide is really only the beginning of the marketing ideas that you can use to promote your website.

McAfee Secure & Other similar seals

MacAfee and sites like VeriSign allow you to sign up and prove who you are and then you can display a special seal on your website. For many websites it does tip the customer from a bit unsure of entering their credit card to feeling secure in entering their credit card.

<http://www.mcafeesecure.com>

<http://www.verisign.com/ssl/seal/index.html>

EBay Stores

It may sound ridiculous but a lot of large retailers still have their eBay stores where they sell their run out products or just simply generate new business.

You can sell at Buy Now prices at full RRP on eBay or you can sell at a discount and use it as a loss leader.

<http://www.ebay.com.au>

Sharing Content

If you are a writer (or are willing to write) you can share content with many other sites online and link back y=to your own website. Along with article submission sites it's a great way to promote your site!

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20 CROSS PROMOTIONS WITH SUPPLIERS

Have you thought about approaching your wholesale suppliers and asking them to co-market with you?

There are a tons of opportunities in this regard such as:

Brand owners paying for Google PPC advertising to their brand page on your website.

Special banners on branded product pages on your website

Special Banners and text on branded category pages

Suppliers are just crying out for new ways to promote their brands that are fresh and innovative, and if you are already a retailer of their products they will jump at the chance if doing more with you.

CASE STUDY

One of our larger clients did a deal with a well-known brand wholesaler of products they carried on their website for the wholesaler to pay for Google PPC advertising to the brand page on the client's website.

They also provided special marketing images and text for all the pages associated with their website.

They had a huge increase in sales for this brand!



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21 LANDING PAGES

Clients often forget that it's not just the homepage of their website they should be promoting.

A landing page is any web page that is created on your site specifically for a special purpose whether it be:

Landing page for
Google Adwords

Cometition Page

Marketing Page

SEO Keyword Page

But what is a landing page?

A landing page is just like your homepage, but instead of being a portal to your entire website it has a very specific purpose. Generally speaking it make look like your homepage but have a different message, different content and different call to action.

In online floristry we often create landing pages for events like:

Mother's Day

Valentine's Day

Sometimes we treat each product category page as a landing page too:



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Pre Workout Body Building Supplements.

Landing page almost always have some SEO relevance and the main topic or keyword will be contained in the URL of the page, for example:

<http://www.kavelleflowers.com.au/sydney-flowers/randwick.shtml>

This is a landing page for Renwick Flowers (a suburb of Sydney).

You can easily create keyword, content and image rich landing pages on your website that can help you sell to different markets or with different messages.

CASE STUDY

Apple Computers are probably the masters at creating some of the most visually rich and appealing landing pages have a look at:

<http://www.apple.com/au/ipad/> which is the landing page for the iPad.



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22 PRIVACY ISSUES & CONCERNS

No matter what you do in terms of marketing you should always have an eye on security and privacy for your customers. As a few general rules you should:

Always protect your customer data

Never share your customer's email or other details with anyone else unless you have their explicit permission (before doing so).

Always allow someone to opt out of email communication with you this means if you send out an email you must have a way for them to unsubscribe.

Always display a privacy policy on your website and always stick to your policy.

22 GLOSSARY OF TERMS

There are lots of words that are used in eCommerce and Websites that are very foreign or just require a quick reminder of the

Algorithm is the formula used to do something, such as the algorithm that Google uses to rank websites or Facebook uses to display your social sphere.

API (Application Programming Interface) the documented interface that lets on totally different system talk to another, like the API for processing credit cards online.

Blog is a “web log” that allows individuals or companies to publish a log of news, ideas images and for people to comment share and read. While blogs were big in past years they have been somewhat superseded by Facebook, Tumblr and other social media sources

Click Through is the term given when someone clicks on a link to “click through” to a website; generally used to describe a rate of people who click on an advertisement.

Comment is a reaction, response or other comment that is left on a blog, forum, tweet or Facebook page.

Cost of customer acquisition is the actual cost of each new customer acquisition by a marketing tactic.

email Newsletter is an email that is sent out to a small or large segment of your database it is a cost effective mass or personalized marketing technique.

Friend is a person who has friended you on Facebook and is interested enough to engage with you on Facebook.

Facebook is the world’s largest social media website.

Facebook Metadata is the code that is inserted in a webpage to tell Facebook what to show about your website, page or product when someone shares your page, or Like’s your page. This can include a description, Web Page Address (URL), Image and more.

Facebook Social Graph is a concept which seeks to define your social reach through Facebook. It shows how many people you can potentially reach, how many people a post or a page did reach and what the reaction to that was IE how many people shared the post, how many people would have seen the post etc.

Facebook Subscriber is a Facebook user who subscribes to your public posts so they will appear on their news feed. They are however NOT a Facebook Friend.

Fan is a person, who has Liked a Facebook Page

Follow Friday (#FF) is the topic of choice for Friday!

Hashtag # is used to tag a Tweet like #TGIF

Like is the physical act of “Liking” a post or article and publishing this to your Facebook Timeline.