



WEB SITES AND ONLINE MARKETING

Presented by All Seasons Communications



ABOUT Us

All Seasons Communications

- Full-service advertising, marketing and public relations agency
- Beth Monicatti-Blank, President
- 20 years experience
- Client base—auto, dentists, recreational vehicles, snowmobiles, campgrounds, bank, food items, manufactured housing, etc.





WHY YOUR BUSINESS NEEDS A WEB SITE

Convenient for customers

- ⊙ Site is always available (24 hours a day, 7 days a week), even when you aren't
- ⊙ Customers may e-mail requests for quotes or additional information
- ⊙ Consumers are able to research online, and find detailed, up to date information and promotions



WHY YOUR BUSINESS NEEDS A WEB SITE

Success is measurable

- ① Number of monthly visitors may be calculated and compared
- ① Visits may be tracked according to their path (via search engine, online ad or link)
- ① Measure the success of an ad campaign as it relates to site activity



WHY YOUR BUSINESS NEEDS A WEB SITE

Gives your business greater exposure

- ⊙ Site is visible to current and future customers
- ⊙ In person visits are not necessary
- ⊙ Advertising message has broader geographical reach



WHY YOUR BUSINESS NEEDS A WEB SITE

Helps create a professional image

- ① A professionally designed site is an extension of your business
- ① Your site can separate you from the competition
- ① Today's customers are going to the web first to verify credibility, location and offerings



WHY YOUR BUSINESS NEEDS A WEB SITE

Becomes a form of effective advertising

- ① Don't rely on traditional advertising to reach potential customers
- ① Web site allows you to provide extensive information, rates, plans, promotions and other offerings
- ① Easy and inexpensive to update



WHY YOUR BUSINESS NEEDS A WEB SITE

Allows you to gather information from potential customers

- ⊙ Web site visitors are more likely to provide contact information online
- ⊙ Create online products to keep in communication with potential customers, such as e-mails
- ⊙ Include online promotions and coupons in exchange for contact info



EFFECTIVE WEB SITES

- ⊙ Appealing design, professional look
- ⊙ Simple navigation and functionality
- ⊙ Attractive design with quality photos
- ⊙ Informative content with details and pricing
- ⊙ Easy to contact company or request more information
- ⊙ Directions or map to physical location



EFFECTIVE WEB SITES

- ① Look through other industry Web sites for good/bad ideas
 - ⦿ Color
 - ⦿ Layout
 - ⦿ Font
 - ⦿ Content



EFFECTIVE WEB SITES

- ① Monthly Web stats-
<http://www.google.com/services/> to find Google Analytics that will help you improve your Web site.
- ① Quarterly review of own Web site for changes or broken links
- ① Gather frequently asked questions by customers—make sure these questions are answered on your Web site



EFFECTIVE WEB SITES

Web site optimization

- ① The process of adding, changing and perfecting a Web page in order to rank high with the search engines and directories
- ① Basic optimization strategies
 - ① Use strategic key words in title, description and tags (this includes pictures and other images!)
 - ① Submit site to all search engines



EFFECTIVE WEB SITES

Web site optimization

- ◎ Basic optimization strategies
 - ◎ Incorporate Web friendly content (videos, images, articles, research)
 - ◎ Refresh content regularly
 - ◎ Include call to action (i.e., request a quote) on multiple pages



MARKETING-GENERAL

- ① Develop sales package (visitor requests from web site) with brochures and pricing
- ① Make sure Web address is available on all marketing materials
 - ① Signage
 - ① Stationery/Brochures
 - ① Advertising/Marketing
 - ① E-mail signatures
 - ① Voice mail, night message, message on hold



MARKETING-E-NEWSLETTERS

- ⊙ E-Newsletter is a regularly distributed publication (via e-mail) that's generally about one main topic of interest to its subscribers
- ⊙ Great things about E-Newsletters
 - ⊙ Timely and Inexpensive
 - ⊙ Targeted and a simple reminder to clients/customers
 - ⊙ Easy for customers to contact you
 - ⊙ Measurable and Informative



MARKETING-E-NEWSLETTERS

- ① First step in creating a E-Newsletter
 - ① Establish the purpose for your marketing and advertising
 - What do I want my customers to do?
 - Call? Go to my Web site? Come to my business?
 - Create a goal that is measurable



MARKETING-E-NEWSLETTERS

- ⊙ Include in your E-newsletter
 - ⊙ Your brand identity: logo and business color scheme—this should be the same in all your business materials
 - ⊙ Your contact information: links to Web site, phone, hours and e-mail
 - ⊙ Forward to a friend
 - ⊙ Opt-in or Opt-out
 - ⊙ Articles that establish your company as an “expert”



MARKETING-E-NEWSLETTERS

- ① Include in your E-newsletter
 - ① Calendar of events
 - ① Client/customer testimonials
 - ① Partnerships
 - ① Topical joke
 - ① Relevant quote



MARKETING-E-NEWSLETTERS

- ① Create an e-mail list for your newsletter
 - ① Business associates
 - ① Friends
 - ① Family
 - ① Sign up on Web site
 - ① Sign up at place of business
 - ① Purchase list
 - ① Customers



MARKETING-E-NEWSLETTERS

- ⊙ Other important advice
 - ⊙ Remove bounce-back e-mail addresses
 - ⊙ De-dupe your list
 - ⊙ Mac and PC friendly
 - ⊙ Research Can-Spam: www.ftc.gov
 - ⊙ Update list frequently
 - ⊙ Remove “unsubscribers” immediately
 - ⊙ Use spell check



MARKETING-GOOGLE ADS

Google “Pay-per-click”

- ⦿ No matter what your budget, you can display ads on Google and their partner sites.
- ⦿ You only pay if consumers click on your ad (not when your ad is displayed)
- ⦿ You create ads and choose keywords, which are words or phrases related to your business.
- ⦿ When consumers search on Google using one of your keywords, your ad may appear next to the search results.



MARKETING-GOOGLE ADS

Google “Pay-per-click”

- Consumers can simply click your ad to visit your Web site.
- Key word examples: manufactured homes, manufactured homes in Minnesota, Manufactured homes in Minneapolis, ABC manufactured homes, ABC homes
- Develop keyword lists from your Web site statistics.



MARKETING-SOCIAL MEDIA

- ① What is social media?
- ① A category of technologies and sites people use to share opinions, insights, experiences, and perspectives with each other.
 - ① Social media includes sites like: Facebook, Twitter, MySpace and LinkedIn
- ① According to a study by Cone business, 60% of Americans use social media, and those 59% interact with businesses via social media sites like Facebook and Twitter.



MARKETING-SOCIAL MEDIA

- ⦿ What is Facebook?
 - ⦿ www.facebook.com
 - ⦿ A social networking site for high school, college, corporate, military and non-profit groups, and geographic regions.
 - ⦿ Users create personal profiles, typically containing photos and lists of interests, exchange private or public messages, and join groups of friends. As Facebook continues to expand, so does its features.
 - ⦿ It is the #1 site for photos and the 7th trafficked site in the US.



MARKETING-SOCIAL MEDIA

- ⊙ What is Twitter?
 - ⊙ www.twitter.com
 - ⊙ A social networking and micro-blogging site that enables its users to send and read the other users' updates known as "tweets".
 - ⊙ Tweets are brief posts up to 140 characters in length which are displayed on the user's profile page and delivered to users who have subscribed to them (known as "followers").

MARKETING-SOCIAL MEDIA

- ⊙ What is MySpace?
 - ⊙ www.myspace.com
 - ⊙ A social networking site with interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos for teenagers and adults internationally.

MARKETING-SOCIAL MEDIA

- ① What is LinkedIn?
 - ① www.linkedin.com
 - ① A business oriented social networking site mainly used for professional networking.



MARKETING-SOCIAL MEDIA

- ⊙ What is a blog?
- ⊙ A type of Web site usually maintained by an individual with regular entries or commentary, descriptions of events, or other material such as graphics or video.
- ⊙ Is your business being blogged about?
 - ⊙ Run a Google blog search
<http://blogsearch.google.com/>
 - ⊙ Set up Google alerts and get e-mails when your business is mentioned in news, blogs, and videos
<http://www.google.com/alerts>



MARKETING-SOCIAL MEDIA

- ① Benefits of using social media for your business
 - ② Converse with your customers directly for free
 - ② Network with other businesses
 - ② Establish credibility over your competitors
 - ② Learn customer preferences
 - ② Become a resource for like businesses
 - ② Position your business as modern



MARKETING-SOCIAL MEDIA

- ⊙ Potential problems with social media
 - ⊙ Time consuming to learn and update regularly
 - ⊙ Results aren't always tangible
 - ⊙ You must remain active or you'll appear amateur



QUESTIONS?

Thanks to Mark, Chris and the committee for this opportunity to speak to the Minnesota Manufactured Housing Association!

CONTACT INFO

Beth Monicatti Blank

bmonicattiblack@allseasonscommunications.com

The presentation WEB SITES AND ONLINE
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All Seasons Communications

a group of creative consultants

586.752.6381