

Make the Most of Online Marketing

Presented by All Seasons Communications
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Make the most of online marketing!

We'll discuss:

- Why your business needs an effective website
- Facebook and Google advertising

advertising
public relations
publishing
video production
website development

WHY YOUR BUSINESS NEEDS AN EFFECTIVE WEBSITE

Convenient for customers

- Site is available 24/7
- Customers may e-mail anytime
- Customers can do research

Success is measurable

- Monthly visitors may be calculated
- Visits may be tracked
- Measure the success of an ad campaign

Gives your business greater exposure

- Site is visible to current and future customers
- Advertising message has broader reach

Helps create a professional image

- Site is an extension of your business
- Maintain and improve reputation and credibility
- Separate from the competition

Becomes a form of effective advertising

- Traditional advertising is not enough
- Site can provide extensive information
- Less expensive to update

Allows you to gather information from potential customers

- Website visitors are more open
- Stay in contact
- Include online promotions and coupons

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REASONS TO UPDATE YOUR WEBSITE

Your business has changed or grown

- Reflect changes on your website
- Show customers what is new and improved

Your website runs slowly

- Drop site-heavy imagery, animations and frame-style graphics
- Use current web technologies

The information on your site is hard to read

- Adjust layout for easier readability
- Not mobile friendly
- Add a more modern color palette

You apologize for your site's appearance

- Your website should be a source of pride!
- Your site health = Your business health

You are not getting good results in search engines

- Websites must be optimized to rank in search engines
- Make use of keywords, image descriptions and other sources of SEO

Your site is not bringing in sales

- Create a “call to action,” using interactive web forms
- Make sales information downloadable

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FACEBOOK ADVERTISING

Create an ad

- Title – 25 characters
- Body – 135 characters
- Photo or image
- Directed to website or Facebook page
- Pay-per-click or pay-per-impression

Determine Demographics

- Location
- Age
- Gender
- Keywords
- Education
- Workplace
- Relationship Status
- Relationship Interests
- Languages

Some Tips

- Separate ads by gender. A must, because men and women click at different rates and on different copy
- Break down ages and test ads by different groups
- Use keyword targeting. Doing only demographic targeting is casting too wide a net, unless you have a product with mass appeal

Some Tips

- Send traffic to your Facebook fan page. Don't send it to your website
- Send traffic to a custom tab on your Facebook page. Don't send traffic to your Wall, as you have no control over what the last 10 comments might have been

Monitor Your Campaigns Closely

- Performance will degrade over time. The first people who click on an ad tend to be the most responsive in general
- Change your ad copy and target a new group

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GOOGLE ADWORDS ADVERTISING

manufactured homes - Google Search - Windows Internet Explorer

https://www.google.com/#hl=en&cp=7&gs_lid=k&xhr=t&q=manufactured+homes&tok=h4KH0IRFNT6jCC

File Edit View Favorites Tools Help

Web Images Videos Maps News Shopping Mail More

Google manufactured homes

Search About 23,000,000 results (0.19 seconds)

Everything

- Images
- Maps
- Videos
- News
- Shopping
- More

Detroit, MI
Change location

Any time

- Past hour
- Past 24 hours
- Past 2 days

Ads - Why these ads?

Manufactured Homes | BayshoreHomeSales.com
www.bayshorehomesales.com +1
Great **manufactured homes** in great communities. In house financing.

Affordable Home Living | franklinhomesales.com
www.franklinhomesales.com +1
Manufactured home communities in Wayne County. Visit & SAVE today!

Indiana Modular Homes | RedbudHomes.com
www.redbudhomes.com +1
Exceeding Customer Expectations Since 1977. Browse Our Gallery Now!

Modular Homes | Manufactured Homes | Mobile Home | Palm Harbor
www.palmharbor.com/ +1
Palm Harbor Homes is the national leader in quality customizable **modular homes**, **manufactured homes** and **mobile homes**. Palm Harbor Homes provides a ...
+ Show stock quote for PHHM
Gallery of Homes - Floor Plans - Inventory Clearance - Model Centers

Clavton Homes | Manufactured Homes. Modular Homes. Mobile Ho...

Map for manufactured homes

Ads - Why these ads?

Modular Home
www.parkhurst-homes.com +1
Southern Michigan **Modular Homes**. Free Site Eval. Call 248-845-4189!

Modular Homes Floor Plans
ask.com/Modular+Homes+Floor+Plans +1
ask.com is rated ★★★★★
Get **Modular Homes** Floor Plans

Done

Internet 100%

start Notes - Microsoft Out... manufactured homes ... Retailers-Make the m...

5:42 PM

- **You create your ads**

You create ads and choose keywords, which are words or phrases related to your business.

- **Your ads appear on Google**

When people search on Google using one of your keywords, your ad may appear next to the search results.

- **You attract customers**

People can simply click your ad to make a purchase or learn more about you.

- **Ads**

Your text ad will include a headline, two lines of descriptive text, a display URL that shows your website address, and a destination URL that determines which page of your website a user will see after clicking your ad.

SAMPLE:

Affordable Home Living

Manufactured home communities in
Wayne County. Visit & SAVE today!

www.franklinhomesales.com

- **Keywords**

Your keywords are the words or phrases a potential customer would use to search for your service or product on Google. Keywords determine which searches can trigger your ad, so enter keywords that specifically describe your product or service.

- **Set your budget**

There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

- **Avoid guesswork**

Keyword traffic and cost estimates are available so you can make informed decisions about choosing keywords and maximizing your budget.

- **Pay only for results**

You're charged only if someone clicks your ad, not when your ad is displayed.

- **Local and regional targeting**

Set your ads to appear only to people searching in a particular city, region, or country. It's easy to target online customers within 20 miles of your front door or across the world.

- **Measure and optimize your results**
With the Placement Performance Report, you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimization or exclusion.

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COMMENTS AND QUESTIONS?

Thanks for your time!

The presentation **MAKE THE MOST OF ONLINE MARKETING** can be found on our website

allseasonscommunications.com/services

Under the heading “PRESENTATIONS”

All Seasons Communications

a group of creative consultants

Thanks for your time!

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