

6 Marketing Initiatives with High ROI

Two Things You are Doing Right

- 1.
- 2.

Two Things You want to Start Doing Immediately

- 1.
- 2.

Two Things You want to Research and Implement Later

- 1.
- 2.

1 – Your Brand is

- What people say about you
- The emotional connection a consumer feels when they think about your company
- It is not a logo
- TIP: Monitor your brand online through Google Alerts

2 – Website – The 11 Essentials

- Mobile, responsive design
- Contact info
- Contact form
- About Us page
- Testimonials
- Video
- Logo
- Social Media icons
- Simple navigation menu
- Way to capture visitor information
- Call to Action on every page

6 Marketing Initiatives with High ROI

3 – SEO – Search Engine Optimization

- Words Matter
- Titles Matter
- Links Matter
- Reputation Matters

4 – SEM – Search Engine Marketing

Gaining traffic and visibility from search engines through paid efforts. See Google Adwords.

5 – Email Marketing

Professional communications to an interested audience containing information the recipient finds valuable that looks great in any inbox.

- 91% of people check email daily.
- Email gets delivered 90% of the time. (Facebook posts reach just 2% of fans.)
- Email has 3 X the conversion rate of social media.
- For every \$1 spent on email marketing, there is an average \$44 ROI.

Use an Email Service Provider – i.e. Constant Contact – to make your email marketing simple.

6 – Social Media

- 87% of small businesses use social media.
- 84% of social media users share information about nonprofits to show their support for a cause.
- 74% of shoppers rely on social networks to guide purchase decisions.
- 43% of people have purchased a product that's been shared or favorited by a friend on social media

Facebook – Post text, links, photos, and videos that engage, inform and promote

LinkedIn – Post content about your business, your expertise and curated content

Twitter – Tweet links to news, blog posts, photos, and videos

Pinterest – Pin images of products, tips, digital content, and interests

6 Marketing Initiatives with High ROI

Instagram – Post photos and videos of your business, products and people

YouTube – Post videos that help your customer solve a problem

7 - Retargeting

Online targeted advertising by which online advertising is targeted to consumers based on their previous Internet actions; Behavioral marketing or behavioral retargeting can help you keep your brand in front of bounced traffic after they leave your website.

Resources

Constant Contact Webinars & Seminars at www.ConstantContactSeminars.com

Constant Contact Blog and Resources at blogs.ConstantContact.com

Connect

Twitter: @BackToYouMktg

Facebook: Back To You Marketing

LinkedIn: company Back To You Marketing

Website: www.BackToYouMarketing.com

Marketing E-newsletter

Twice a month commentary on marketing, summary of best articles on marketing and social media, customer service and business management tips.

Special Seminar Offers:

- 1. Free 60-Day Marketing Toolkit Trial** Constant Contact (no credit card and/of obligation)
- 2. Email Marketing Membership** Following services for FREE with a \$20 investment
 - a. Professional and customized email marketing template that will match your website (value: \$199)
 - b. 1-hour “one-on-one” consultation to help you get your first email designed (value: \$100)
 - c. Help, support and coaching from Constant Contact’s Marketing Coaches
 - d. Webinars www.ConstantContactSeminars.com
 - e. Getting started tutorials
 - f. Send unlimited email campaigns to up to 500 email addresses
 - g. Unlimited email lists
 - h. Email marketing reporting
- 3. 10 Social Media Tips to Increase Your Success - \$49**
Review of Social channels, 10 tips, 30-minute phone consultation
- 4. Business and Marketing Scan - \$99**
Review of more than 80 business and marketing strategies; 10 tips, 60-minute consultation