

UNCOMPLICATED GUIDE FOR

INTERNET MARKETING



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The Uncomplicated Guide to Internet Marketing

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The Uncomplicated Guide to Internet Marketing

In the past few years, the term "Internet marketing" has come to mean a wide range of things. Many people think it means exactly what it says: "marketing on the internet." In this case, "internet marketing" is the same as "digital marketing" and "online marketing." Some people, on the other hand, have come to associate it more with affiliate marketing, information products, and the "make money online" niche. For our purposes, we'll go with the first option and use the following definition:

Internet marketing is the use of websites and traffic to get leads, sales, or more people to know about a brand. Most of the time, this is done through paid advertising, search engine visibility, social media marketing, email marketing, and other paid advertising methods.

One of the best ways to start learning about internet marketing is to look at the different goals a business can try to reach with it. Marketing's main goal is, of course, to bring in money. With this in mind, we can say that sales are the main goal of Internet marketing, and many businesses focus on sending traffic directly to paid offers, like digital product sales pages or physical product pages in an eCommerce store. But for many businesses, making sales is still a far-off, long-term goal. Lead generation is a more common short-term or immediate goal of Internet marketing. By using the Internet to cheaply collect leads instead of making individual sales, a business can use its lead list to continue marketing to potential customers for free (or close to free) from that point on, hoping that multiple future sales will increase the average lifetime value of each lead and give a better long-term return on each dollar spent on marketing.

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For an online business, generating leads could be as simple as building an email list, which could include customer names as well. Lead generation for an eCommerce business or a local "offline" business might also include physical mailing addresses and phone numbers so that they can follow up in other ways, like telemarketing or sending catalogs and special offers in the mail. Other businesses might try to get even more detailed lead information, like the business's industry or the number of employees for B2B marketing, or the customer's income range and family size for higher-priced B2C models like insurance sales or real estate. Since getting leads is often seen as the most common and multifaceted immediate goal of internet marketing, chapter three will be all about the different ways to get leads.

Lastly, one immediate goal of Internet marketing is to make people more aware of and familiar with a brand. For many businesses, this means spending a lot of money on banner ads or video ads to get their brand name, logo, or unique selling proposition (USP) in front of as many eyes as possible as often as possible. The goal here is to keep the brand in the potential customer's mind so that they will think of the brand when they need that specific need met in the future. For example, when a fast food chain puts an ad on TV, it's not because they want people to jump in their cars and go buy a burger right away. It's because they want you to think of their restaurant the next time you clock out for lunch and are trying to decide what to eat. This could be compared to how an online tax service spends a lot of money on banner ads and video ads in December and January, not because they think people will suddenly start doing their taxes early, but because they want their brand to be the first one people think of in April when 90% of Americans do their taxes at the last minute. Other ways to get people to know about a brand could be as simple as posting often on social media. Companies know that constantly seeing their brand image in their followers' newsfeeds or Twitter feeds gives them the same top-of-mind awareness and other emotional associations with their brand, like loyalty, pride, goodwill, and humor (covered in more detail in Chapter two).

Ways to Market on the Internet

No matter if you want people to go to a sales page, a lead page, or just a piece of content, there are many different ways to market on the Internet. Here, we'll talk about the most common ones.

Email Marketing

Email marketing is different from the other things on this list because you already know their email address. In other words, email marketing's main goal is to make sales, while the other methods on this list can both make sales and find new leads. Email marketing is basically sending promotional emails to a list of leads, usually using an autoresponder service like GetResponse or Aweber. Email marketing can be done by hand, where a business sends out newsletters or offers at the right times, or it can be done automatically, where a list of leads is sent a series of pre-planned auto-responder messages.

The idea of marketing automation has become popular in recent years. Here, leads go through a unique series of autoresponder sequences that change and adapt based on what the lead does and various "if this then that" (IFTTT) conditions set up by the marketer. For example, if a lead doesn't open an email, they might get a follow-up email asking why they didn't open the first one. Or, if a lead clicks on a certain link in an email, which shows they're interested in a certain topic, they might be put on a separate list or a new sequence that focuses on that topic.

SEM

Search Engine Marketing is using a search engine's paid advertising platform to put your business as a "sponsored" search result in a prominent place on Search Engine Results Pages (SERPs). Google and Bing are the most used search engines for SEM right now. A business can set up its ad to target a group of keywords that it wants to "rank" for, as well as other factors like location and demographics. Then, these ads will show up at the top or bottom of the SERPs, depending on things like budget and bidding. They will look like normal search results, except for a small word like "ad" or "sponsored" somewhere on them (this varies among search engines).

SEO

Search Engine Optimization is the use of different on-site and off-site practices and factors to make your web properties rank higher in search results. Some of these practices are the use of keywords, original content, frequent updates or posts, backlinking, social sharing, bounce rates (how many people leave after only looking at one page), the average amount of time visitors spend on the site, and the use of images and videos. SEO was thought to be the most important way to market online until about 2012, and depending on your industry, it might still be.

But in recent years, as the number of websites that compete online has grown, it has become very hard and expensive for many businesses to rank well. Because of this and the fact that some of the top search engines' algorithms are always changing, many businesses have decided that paid SEM is more cost-effective than SEO. SEO is still important in many situations, like when it comes to local "brick and mortar" businesses, whose search rankings improve when nearby city names are used in the search terms and when search engines use locational data.

Advertisement networks

Ad networks are a great way to get your brand or offer in front of people who are interested in it on a wide range of websites. Google's AdWords network is the most talked about ad network, but there are a few others out there. Using these networks, you can put banner ads, video ads, or simple text ads on many different websites where people visit the web. When used with retargeting, this method can be very effective. This is done by putting retargeting pixels on your websites and then using ad networks to specifically target your site visitors, so that the offer they first looked at (and are probably interested in) follows them around the internet wherever they go. This may sound creepy, but statistics show that retargeted people are 70% more likely to buy!

Individual Sites

Some marketers might prefer to advertise on a case-by-case basis by going to relevant websites, forums, or blogs in their niche or industry and talking to the people who run them. Marketers who use this manual method should make sure to look into the metrics of the site, blog, or forum in question. To make sure your advertising dollars are well spent, you'll want to put your ad in places with a decent amount of traffic and a good name. If you look up websites on Alexa, you can find out a lot about them. Still, most businesses find that advertising through ad networks is a more cost-effective way to do so.

Marketing on social media

In the last few years, social media marketing has come a long way and changed how many businesses think about marketing in general. Some marketers now use social followers instead of email addresses, posts and tweets instead of promotional emails, and likes instead of email opens. Almost every successful business today not only uses social media, but also has a clear plan for how to use it. Most of these strategies have to do with posting new content regularly.

But it's not just about posting ads and deals. A good social strategy will use different kinds of non-promotional content to reach different kinds of goals. When you post about a good cause, people will feel good about your brand. When you post about popular topics, your brand looks like it's up-to-date. When you post helpful tips without a sales pitch, it makes your business seem like it really wants to help people. When you post funny or "feel-good" content, it makes people think of your business in a good way. But what's more important is that these kinds of posts that aren't advertising do two other things. First, they make it easy to share on social media, which helps you get more followers. Second, they bring your brand to the forefront of people's minds. People will get used to seeing your content, business name, logo, and unique selling proposition (USP). So, when they have a problem that your business can solve, they'll be more likely to think of you first.

All of these ideas about social media are based on natural activity. But the biggest social media sites have also built strong paid advertising systems. The one that has changed the game the most is the idea of "native advertising" on social media. Native advertising refers to ads that look like natural content, except for a tiny one-word disclaimer somewhere that says "sponsored" or "advertisement." This new type of paid social media advertising has been very successful because people are already used to looking at, reading, and responding to anything that looks like an organic post in their social feeds. Also, it's getting harder to tell the difference between organic posts and paid native ads because paid native ads act and work just like organic content (they can be shared, liked, etc.) and businesses can now pay to promote an organic post to make it reach more people.

Video Marketing

Video is a very powerful tool in marketing. This is something that has been known for a long time. There's nothing else like it. So, it makes sense that marketers have jumped on video and are using it in many different ways. Social media marketing is often used to do video marketing. Businesses post video content to sites like YouTube, DailyMotion, and Vimeo just like they would post non-video content to Facebook or Twitter.

As with the social media strategy, a successful video content strategy includes a good mix of useful, helpful, trending, funny, and "feel-good" videos, with "salesy" videos being in the minority. Once a video has been posted, it should be shared on other social media sites to get more people to see it. A new thing is that big social networks like Facebook and Twitter now have their own video uploading and streaming features. This means that video marketing and social media marketing are becoming more similar.

Paid video ads are another way to use video marketing. At the moment, the most common type of this is YouTube/AdWords video ads, which show up at the beginning of videos on YouTube and other sites that play videos. Most of the time, you can skip these video ads after a few seconds. In addition to the YouTube/AdWords video ad network, businesses often pay for video ads on other websites, such as news sites, on an individual basis.

Content Marketing

Content marketing is a big part of the other marketing strategies we've talked about so far, but it's also worth talking about on its own. Blog posts, news articles, and social media posts are the most common types of content marketing, but you can also publish videos and pictures as part of content marketing. Content marketing has a lot of different goals. First, it makes people like your brand more because they associate it with helpful content. Second, content marketing gives you the chance to hide a "soft pitch" in "non-salesy" content, which can help you make sales while also giving you useful information. Third, content marketing is a great way to "pixel" an audience for retargeting, which has been shown to be a very effective strategy. Lastly, the main thing that most search engine algorithms are based on is content, which can lead to higher rankings. There are more benefits than these four, but these are the most important and have the most direct effect.

The ways of the past

The following methods have largely become less common, if not altogether abandoned, because of negative connotations or even penalties that have been attached to them in the past. But because it's possible to do these things without being spammy, it's worth mentioning them briefly.

Commenting on blogs and videos can often be a good way to get your brand in front of the right people. Just make sure that your comments are relevant, helpful, and not spammy. Also, don't post a lot of comments just to get backlinks, as this will likely kill your SEO because search engines have recently changed their algorithms to punish people who do this.

Forum posting is another method of marketing that isn't used as much as it used to be. But this was less because of abuses (though there were some) and more because people were becoming more interested in social media. It has just become cheaper and more productive to focus on social media. But most serious fans of a certain niche are often more likely to be found on forums about that niche. This means that it can still be helpful to market your brand in the signature section of your posts and interact on niche-related forums from time to time. Just make sure that what you add to the conversation is real and sincere.

Getting leads from the Internet

Most of these ways to market have the same immediate goal: to get people to visit a website. This web page could be a sales/order page or a page to get people interested in your business. Since sales is a pretty simple topic and getting leads is one of the most important internet marketing goals right now, we'll be talking about all the different ways to get leads.

Email List Building

Email list building is the most important thing you can do to get leads. "The money is in the list," as they say, and it's true. The most common way to build an email list is to send traffic to some kind of lead generation page. Most of the time, this is a landing page that offers a freebie or "lead magnet" in exchange for a person's email address in an opt-in form. This opt-in form might also ask for a name, since personalized subject lines are known to increase open rates by about 30%. In addition to the traditional opt-in form, which often leads to bad email addresses that are rarely checked or even fake names and emails, two new developments have made it possible for marketers to get better contact information.

The first of these changes is the "lead ad" or "lead card" idea, which is available on the advertising platforms of Facebook and Twitter. This newer type of ad fills in the name and email of Facebook and Twitter users in the opt-in form, so all they have to do is tap the submit button. This is helpful because it makes it more likely that the emails and names linked to a person's social media account are real and are checked often. Still, many people set up their social media accounts years ago and no longer check those email addresses often. Users can still click on the auto-filled information and change it to a "secondary" email address that they rarely check or even a fake email address. Because of this weakness, Warlord Mobile Leads was made as another way to improve lead quality and email open rates.

Warlord Mobile Leads is a tool that makes sure you get a person's real name and primary email address without them having to fill out an opt-in form. It does this by leveraging the email app on their mobile device and has become an increasingly popular list building option since 2016 due to the fact that most traffic these days is coming from mobile devices.

Robust Lead Generation

Businesses that need a bit more lead information may need a more robust way to collect leads. Adding more fields to an opt-in form is all it takes to do this. Depending on what a business needs, this could include things like phone numbers, mailing addresses, business names, industries, income levels, family sizes, and so on.

SMS List Building

In recent years, text message marketing has become more and more popular. At first, the main reason people built SMS lists was so those big retailers could send out coupons and advertising messages. But recently, many online businesses have been using SMS messaging to do things like remind people about webinars and advertise sales. This kind of list building can be done in a number of ways, such as by having people type in their phone numbers or send a text message to a special number.

Notifications on the go

People signing up for push notifications is an even more recent trend. This is done by putting a pop-up on your website asking for permission to send updates directly to people's browsers in the future. When someone agrees to this, you can send them notifications that pop up in a box on the bottom right of their screen at any time in the future.

Retargeting

Building a retargeting audience is another way of building a list, and it's not too hard to do. You can put a retargeting pixel on your website from many different platforms, like AdRoll, Facebook, Twitter, and many more. Once this is done, all visitors to these pages will be tracked with cookies and added to your list of people to retarget. From then on, you'll be able to put your ads in front of these people almost anywhere they go on the web. This includes social media sites like Facebook, Twitter, and Instagram, video sites like YouTube, and almost any website, news site, blog, or forum that is part of one of the major online ad networks. This is a very effective way to get new leads because retargeted traffic converts 70% more often than cold traffic.

Followers on social media

Finally, building a social following can be considered another form of lead generation. With a large enough social following, a business can post to one of the major social networks and have their content and promotions seen in the social feeds of countless potential customers. The fact that these followers might share these posts is another way for businesses to grow their lists. Some social networks, like Facebook, have recently decreased the percentage of a business' audience that will see organic posts in their news feeds. But if a group of people is big enough, posting on social media is still a powerful way to market today.

Internet Marketing Tools

No matter which way of generating leads you focus on, your business will need a variety of tools to do so. You'll need at least two tools to build an email list: an autoresponder and a landing page builder. Your autoresponder will be the place where your email list is sent, stored, and talked to. On the other hand, your landing page builder is where you will put your opt-in forms and collect your leads.

GetResponse, Aweber, SendReach, Constant Contact, Active Campaign, and MailChimp are some of the most well-known autoresponders.

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InstaPage, LeadPages, OptimizePress, InstaBuilder, and Thrive Themes are all popular landing page builders.

Warlord Mobile Leads is the right tool for people who want to get better quality leads and make sure they get real names and primary email addresses.

Businesses that need more robust lead generation data can usually do this with the help of autoresponders and landing page builders, which we've already talked about. But a business might find that a service like FormSite.com, Wufoo, or Formstack is better for more flexible and varied forms.

SMS list building can be done with a variety of tools, such as:

- TextDeliver
- Twilio
- Trumpia

Several tools can be used to send push notifications, such as:

- OneSignal
- PushCrew
- Push Connect Notify

Retargeting can be done on different sites like Facebook, Twitter, Google AdWords, AdRoll, and Perfect Audience.

Lastly, marketing on social media can be done easily through the different social platforms themselves. But many marketers prefer to use tools for managing social media, such as:

- Warlord Social Suite
- HootSuite
- OnlyWire

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So, you just read one of the most detailed and up-to-date guides on Internet marketing. What, though? Everything you've learned here doesn't matter if you don't put it to use right away. Check out the battle plan below and start putting these steps into place right away.

Step 1: Figure out what your most important goals are for internet marketing.

Step 2: Pick two or three ways to market to focus on.

Step 3: Get the tools you need to use these methods.

Step 4: Put your internet marketing plan into action right away.

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