



Inbound Marketing – Innovation & Warp-speed Changes

Website optimization and social media marketing, for those who are not familiar, loom as new and unfamiliar territory. You hear about everyone “doing it”, you think you should also be “doing it” but you don’t know where to start and it seems like a foreign language ... requiring dedicated study and practice. Who’s got the time when you are trying to run a business ... and make a living?

Strategy in designing your online presence requires patience, experience, and attention to detail. Your business is important, and your message, whether online or in print, should be consistent, reinforce your brand and engage your audience.

Here’s what you need for a successful marketing campaign in 2011:

- A custom website built with easy to use navigation, organic SEO (search engine optimization) & embedded with Google Analytics
- Site submission to Google and other search engines
- Listing on Google places
- Email and cell phone database for CRM (customer relationship management)
- Blog
- Social media accounts for Facebook, LinkedIn, and Twitter
- Social media account management plan
- Email marketing campaign
- You Tube account
- PR strategy, for print and web based broadcasting

Here are some things to do:

- Google yourself and make sure you control all the content you find about you and your business online
- Set up an account for Google Analytics and Google Places
- Make sure that your company is listed in any and all appropriate directory websites within your industry, and that the info is current
- Search You Tube for relevant industry videos
- Research the competition, both in and out of your area
- Develop a list of keywords that your customers would use to find you
- Solidify your message and services
- Develop a photo and video library

Start with asking yourself why

Then take it one step at a time, the rewards will be evident.