

InSynch Training *InSynch*

Croeso / Welcome

InSynch Business Services Ltd

eMarketing Advanced

InSynch Training *InSynch*

Advanced eMarketing

Medrwn

Anna Prytherch and Eddy Webb
Managing Directors of
InSynch Business Services Ltd
www.insynchbusiness.co.uk

eMarketing Advanced

InSynch Training *InSynch*

Purpose of the Day

- Summary of Intermediate course
- Web site statistics
- Link Popularity - Advanced
- Marketing your Web site - Advanced
- Web site enhancements
- Using eMail to market your Web site
- Search Engine Marketing - Workshop

eMarketing Advanced

InSynch Training *InSynch*

Summary of Intermediate course

- Making changes to your Web site
- Improving your Web site
- The importance of Web site links
- Search engine marketing, 5 simple steps
- Web site critiques

eMarketing Advanced

InSynch Training *InSynch*

Web site Statistics

eMarketing Advanced

InSynch Training *InSynch*

Does your Web site generate any Business?

- Enquiries
- Bookings
- Do you monitor??

eMarketing Advanced

Web site Statistics

- Most visitors to your site are anonymous
- No demographic information
- Raw data containing information on your visitors comes in the form of Log files
- Provides behavioural data about visitors
 - where they came from
 - types of companies/individuals that visit the site
 - what they did on the site
 - how long they stayed

Log Files

- Kept by your Internet Service Provider (ISP)
- Records number of visitors
- Records every single “hit” (request for a page or graphic)
- Compiled into reports by statistical analysis package (often free)

Additional Information (optional)

- Browser type
- Visitor’s Internet address
- Error codes, e.g. pages not found
- Referring sites
- Destination site

Hits

- Often misleading
- Unique Visitors more important
- One visitor = 100s hits!

Statistical Analysis Packages

- Various packages provide by your Web site hosting company
- www.google.co.uk/analytics
- www.extreme-dm.com
- www.webstats4u.com
- www.webtrends.com
- www.webstat.com
- www.freestats.com
- www.superstats.com

DEMONSTRATION

*Free software for providing
Web site statistical reports
and how to install*

www.extreme-dm.com

Why are statistics important?

- How many people are visiting your site
- What they like – and don't (exit)
- Which search engines are being used
- Errors or bad links identified
- Essential tool for business planning and strategic marketing

Trends to identify:

- How many visitors
- Most popular pages
- How long visitors stay on the site
- Which countries visitors come from
- What key words and search phrases work best

EXERCISE 1

Web site statistical report

Read the sample report and write down some important conclusions that can be drawn from the data

EXERCISE 2

Analysis of Web site statistics provided by delegates

Link Popularity - Advanced

Refresher

- Second main way of finding Web sites
- Act like bridges into your site
- Used by some search engines
- Complementary products and services
- Quality not quantity (do NOT spam!)
- Web sites which attract visitors you want to target
- www.linkpopularity.com useful tool
- Think customer!

Other factors

- Internal site linking
- Content of linking Web site page
- Text used to link to your site
- Number of links on the page
 - Diluted
 - Too many links
 - Link Farms
- Google Page rank

EXERCISE 2

Install Google Toolbar and look at page ranks

<http://toolbar.google.co.uk/>

Find the rank of your home page

Banners

- Often better at attracting clicks
- Can be used for stronger reciprocal linking agreements or paid for
- Usually paid per impression
- Various sizes
- Animated GIFs

Banners Exchange

- Banner shown on other sites 50% - 80% of the times one is shown on yours
- Can be difficult to control content
- Examples
 - www.ukbanners.com
 - <http://www.bannernet.co.uk/>
 - <http://www.primesiteuk.com/bp/>

EXERCISE 3

Look on the Internet for some good banner adverts

Discuss whether you think banner adverts could work for your business

Banner Design

- Web designer
- Graphic design software
- www.bpath.com
- www.addesigner.com
- <http://www.aaa-banners.com/>

InSynch Training *InSynch*

Banner Design

- www.animationonline.com
- www.readybanners.com
- www.quickbanner.com
- www.mediabuilder.com/abm.html
- www.coder.com
- www.crecon.com/banners.html
- members.xoom.com/ummman/t33.htm

eMarketing Advanced

InSynch Training *InSynch*

Other sources of Links

www.ibusinesspromoter.com (Arelis)

Forums
Guestbooks!
Documents (pdf, Word)

eMarketing Advanced

InSynch Training *InSynch*

Marketing your Web site Advanced techniques

eMarketing Advanced

InSynch Training *InSynch*

“If you build it, they will come” Field of Dreams, 1989

“Unfortunately doesn’t apply to Web sites. If you want to maximise visitors to your site and to acquire new customers on-line, you have to work hard to master the full range of on-line and off-line marketing tools”

*PR Smith & Dave Chaffey
eMarketing eXcellence*

eMarketing Advanced

InSynch Training *InSynch*

Marketing revision

- Identify your business strengths
- Look to differentiate (USP)
- Define your target market(s)
- Work out a strategy to reach your market – budget, methods etc.
- Market, market, market
- Evaluate (ROI) and revise

eMarketing Advanced

InSynch Training *InSynch*

Advanced eMarketing methods

- Pay-per-click advertising
- Affiliate Marketing
- On-line PR – e.g. blogs
- Viral Marketing
- eMail marketing

eMarketing Advanced

Why Pay-per-click?

- Effective way of driving traffic to your Web site
- Can positively impact search engine rankings
- Excellent way to discover effective keywords and phrases
- Quality leads

Pay-per-click advertising

- Select keyphrases carefully
- Write a good advert
- Set your budget realistically
- Make sure there is a “call to action”
- Monitor effectiveness

EXERCISE 4

Explore how you would set up a Google AdWords campaign

- *Select suitable keyphrases*
- *Write catchy advert*
- *Consider realistic budget*

www.google.co.uk/ads

Things to remember

- Control expenditure by setting an affordable budget
- Use different keyphrases for different campaigns
- Customise your adverts
- Pause and re-start campaigns when it suits you
- Measurable results
- Use negative keywords to improve targeting

Alternative - Yahoo

- http://searchmarketing.yahoo.com/en_GB
- Similar fees but less control
- £60 deposit required
- If PPC is working well in Google then Yahoo can help reach even more people

Affiliate Marketing

- Advert placed on third-party site
- Advertiser only pays commission on sales
- Beware of competition and losing customers
- Can add value to the visitor
- Amazon one of earliest adopters – Associates Program, July 1996

Example

ASOS.com (As Seen On Screen)

- Fashion Internet store specializing in designer brands
- 2004, second on hitwise.com
- Affiliate programme drives 25-30% of on-line sales
- Offers 7-10% commission plus other incentives

eMarketing Advanced

Example 2

Amazon Associates Programme

- One of the largest and most successful on-line affiliate programmes
- Free to join, easy to set up
- Over 900,000 members worldwide
- Drives Internet traffic to Amazon through formatted links
- Up to 10% in referral fees
- Paid quarterly in arrears

eMarketing Advanced

Useful sites

www.tradedoubler.co.uk

Commission Junction
<http://cjbeta.com/ukofferportal/>

www.affiliates4u.com

eMarketing Advanced

EXERCISE 5

Think of your business could use
Affiliate marketing

*e.g. bed and breakfast accommodation
with fishing permits – link with
Amazon fishing books*

eMarketing Advanced

On-line PR

*"Differentiate yourself from the crowd and
improve perception"*

Mike Grehan, 2004

- Similar to off-line PR
- Maximise favourable mentions of your business where your customers are likely to see it
- On-line reputation management

- <http://uk.prweb.com/>

eMarketing Advanced

Viral Marketing

- "Word of mouth" or "Word of mouse"
- Powerful and, usually, free
- eMail – often with attachment, e.g. video clip
- Web site – e.g. "Tell a friend"
- Incentives – e.g. extra entry to competition by recommending friend

eMarketing Advanced

InSynch Training *InSynch*

Web site enhancements

eMarketing Advanced

InSynch Training *InSynch*

Web site enhancements

- Image re-sampling
- Thumbnails and pop-up images
- Installing HTML code for guest books etc
- On-line availability
- On-line payments
- PayPal

eMarketing Advanced

InSynch Training *InSynch*

Image re-sampling

- Use 'Image Editing' software to optimise images
- Save as JPEG for photographs or GIF for graphics
- Resample to the desired size (pixels)
- Resample to 72dpi (dots per inch)

eMarketing Advanced

InSynch Training *InSynch*

Image editing software

- Software with scanners/cameras
- Adobe Photoshop Elements (£60)
- Adobe Photoshop (£300+)
- PaintShop Pro (£30 - £80)
- CorelDraw with PhotoPaint (£35 - £280)

eMarketing Advanced

InSynch Training *InSynch*

EXERCISE 6

Practice looking at image sizes by right clicking in Internet Explorer

eMarketing Advanced

InSynch Training *InSynch*

DEMONSTRATION

Image re-sampling and thumbnails

eMarketing Advanced

InSynch Training **InSynch**

On-line availability

www.availcheck.com – Free

www.availcheck.com/weekly.htm
 £60 per year (more sophisticated and links to a booking form)

eMarketing Advanced



Availability for : Room at Brynheulog

| October 2005 | | | | | | | Sun |
|--------------|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 1 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | 6 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | 13 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | 20 |
| 30 | 31 | | | | | | 27 |

| January 2006 | | | | | | | Sun |
|--------------|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | 5 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 12 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 19 |
| 29 | 30 | 31 | | | | | 26 |

| April 2006 | | | | | | | Sun |
|------------|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
| | | | | | | | |

InSynch Training **InSynch**

DEMONSTRATION

*Setting up an availability at
www.availcheck.com*

Installation on Dreamweaver

eMarketing Advanced

InSynch Training **InSynch**

Increased Functionality

On-line bookings

- Has to be linked to availability
- Desired by customers
- www.guestlink.co.uk
 Syndicated to other tourism portals
- www.hotellogic.co.uk
- www.evolution1.com
- www.eviivo.com

eMarketing Advanced

InSynch Training **InSynch**

Increased Functionality

On-line payments

- Linked to availability
- Method for 'adding to basket'
- Ability to take payments

eMarketing Advanced

InSynch Training *InSynch*

Payment Options

- Cheque/Postal Order
- www.paypal.com
 - Taking deposits
- www.epdq.co.uk
- www.securetrading.com
- www.worldpay.com
- www.netbanx.com

eMarketing Advanced

InSynch Training *InSynch*

PayPal

The diagram illustrates the PayPal transaction process. On the left, a 'Buyer' is shown with three payment methods: 'Debit Card', 'Credit Card', and 'Bank Account'. An arrow points from the Buyer to a 'PayPal Account' (Seller). From the Seller's 'PayPal Account', an arrow points to another 'PayPal Account' (Buyer), which then points to a 'Bank Account' labeled 'Send to new Seller'.

- Owned by eBay
- Sign up - <https://www.paypal.com/uk/>
- Recommended for easy transactions

eMarketing Advanced

InSynch Training *InSynch*

PayPal

| | Personal | Business/Premier |
|--------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Open an Account | Free | Free |
| Send Money | Free | Free |
| Withdraw Funds | Free for £50.00 GBP or more, £0.25 GBP for £49.99 GBP or less to bank accounts in the UK | Free for £50.00 GBP or more, £0.25 GBP for £49.99 GBP or less to bank accounts in the UK |
| Add Funds | Free | Free |
| Receive Funds | Free | 1.9% + £0.20 GBP to 3.4% + £0.20 GBP |
| Multiple Currency Transactions | Exchange rate includes a 2.5% fee* | Exchange rate includes a 2.5% fee* |

eMarketing Advanced

InSynch Training *InSynch*

DEMONSTRATION

PayPal payments

eMarketing Advanced

InSynch Training *InSynch*

Using eMail to Market your Web site

eMarketing Advanced

InSynch Training *InSynch*

What is eMail?

- Electronic Mail
- Most heavily used application on the Internet
- Common means of communication for businesses
- Low cost
- Easy to use
- Fast communication tool

eMarketing Advanced

Accessing eMail

- Internet
- eMail client, such as Microsoft Outlook / Outlook Express

Address Book

- Can add, edit and delete entries
- Can add sender to address book
 - highlight message
 - click on "tools" menu
 - select "add sender to address book"

Distribution Lists

- Single name for group of addressees
- Saves time
- Less likely to omit someone
- Can be edited

Signatures

- Name and Contact information
- Appended at end of an eMail
- Powerful and effective marketing tool
- Can be created, edited and deleted
- Automatic
- Many signature files can be created
- Strap lines

Example of a Signature

John Jones
 Sales Manager
 GreenJet Manufacturing
 Swansea Business Park
 Swansea. SA12 3AB
 Telephone: +44 (0) 123 456 789
 Fax: +44 (0) 123 456 789
 www.greenjetmanufacturing.co.uk

Benefits

- Automatic hyperlink to Web site
- Reinforces business name and Web site address
- Can be customised – font/colour etc.
- Can include images / business logo
- Strap lines can be used for additional promotion, e.g. "XXX are pleased to announce a discount of 15% for all orders received before..."

InSynch Training *InSynch*

Other uses

- Disclaimer
- Confidentiality notice
- Copyright notice
- eMail policy

eMarketing Advanced

InSynch Training *InSynch*

EXERCISE 7

Devise a suitable eMail signature for your business

eMarketing Advanced

InSynch Training *InSynch*

Tips when composing eMail

- Check spelling and grammar
- Re-read before sending
- Do not use capital letters – SHOUTING
- Include relevant / meaningful title in subject line
- Write succinct paragraphs

eMarketing Advanced

InSynch Training *InSynch*

Tips when composing eMail

- Do not reply in haste
- Compose off-line if using pay-per-minute dial-up account
- Seek second opinion for important eMail
- Use the priority feature for priority mail only

eMarketing Advanced

InSynch Training *InSynch*

eMail Marketing

- eMail is one of the most important on-line marketing tools for SMEs
- Also a customer service tool – see *handout*
- Businesses still wary
- Cost effective
- Effective!

eMarketing Advanced

InSynch Training *InSynch*

eMail Marketing

- Low cost means of staying in touch with customers
- Very flexible
- Fast response
- Personalised, highly targeted marketing

eMarketing Advanced

Success Rates

- Very successful in comparison to traditional methods
- Response rate 5 – 15%
- Postal response rate 1 – 2%
- Tradeshows 1.4%

(Source: Jupiter Media Matrix)

Practical Examples

Holiday Accommodation

- Send details of late deals/special offers when occupancy low
- Notify potential visitors of forthcoming local events / festivals

Beware of Spam

- DO NOT SPAM
- Spam = mass unsolicited commercial eMail
- 60% of eMails sent in February 2006 qualified as spam
- Cost of spam to UK businesses in the region of £5bn per year
- 2-3% of eMails contain a virus

EU eCommerce Directive

- You cannot send unsolicited commercial eMails to prospective or existing customers unless they have opted in to receive them
- You must have an unsubscribe/opt-out option which is easily accessible
- It is illegal to use an automated process to trawl the Internet for eMail addresses

Exception

You can send unsolicited commercial eMails to existing customers when marketing your own products/services that are similar to those bought by the customer in the past

UK eCommerce Regulations

- Commercial communications promoting goods/services must be clearly identifiable
- Such communications must clearly identify the person/organisation sending the communication
- See DTI Web site (www.dti.gov.uk)

InSynch Training *InSynch*

Basic Summary

- Opt-in
- Opt-out

eMarketing Advanced

InSynch Training *InSynch*

The Direct Marketing Association

- DMA
- Working to promote best practise in eMail marketing
- Excellent source of further information
- www.the-dma.org

eMarketing Advanced

InSynch Training *InSynch*

Collection of eMail addresses

- Must state for what purpose addresses are being collected
- Privacy policy should be available (e.g. on company Web site)
- Must comply with Data Protection Act

eMarketing Advanced

InSynch Training *InSynch*

Building own list

- Subscription to newsletter
- To receive news of special offers etc.
- Entry to competition
- Booking form
- Contact form on Web site

eMarketing Advanced

InSynch Training *InSynch*

Benefits

- Highly targeted audience
- Customer expects contact
- Permission given to receive further communications

eMarketing Advanced

InSynch Training *InSynch*

Points to Remember

- Never send eMail to someone who does not want it
- Always provide unsubscribe / opt-out option
- Do not abuse permission granted
- Don't alienate or annoy your customers with deluge of daily eMails

eMarketing Advanced

Buying an eMail list

- Use reputable list broker
- See the DMA
- Only buy opt-in lists
- Check the source of the lists – how, where and when were people signed up
- Be specific – target by location, age, sex, interests etc.
- Cost approx. £250/1,000 eMails per year

eMail Marketing Campaign

Two options:

- in-house
- Outsource to third party

In-house Marketing Campaign

- eMail merge using Microsoft Word
- Do not use "bcc" field – spam
- Use HTML with caution
- Software e.g. broadc@st HTML (£175)
- More advanced eMail functions, on-line service - see www.constantcontact.co.uk, www.emailtools.co.uk or www.emailcenteruk.com

Outsource to third party

- Often included in price of mailing list
- Easy to track and monitor
- Reports provided
- On-line live system
- Unsubscribe and bounce backs dealt with automatically
- See www.approvedemailmarketing.co.uk

EXERCISE 8

- Write down 2 ways that you could collect eMail addresses from your visitors
- Write an eMail message to encourage visitors to book again
- What can you do to encourage recipients to visit your Web site?

Summary

- eMail is cheap, convenient and fast
- Good for promoting the business
- Professional image important
- Consider an eMail Policy
- eMail marketing very effective
- Be aware of best practise
- Keep abreast of legislation

Simple ways to use eMail to market your Web site

- Use an eMail address linked to your domain name
- Include the Web site address within your signature
- Consider using the signature facility for special promotions
- Collect eMail addresses and permission to send communications
- Build customer relations through eMail marketing
- Include hyperlinks to pages within your Web site on promotional eMails that are sent

Remember – opt-in and opt-out provisions

Search Engine Optimisation Workshop

Refresher

Where to put your keywords

Basic places are:

- Keywords
- Page title
- Page description

Refresher

Keywords on the page

Search engines look for:

- **Prominence** – start of page/sentence
- **Proximity** – how close to each other
- **Frequency** – number of times on page (more than once to show not isolated occurrence)

Refresher

- Keywords in headings <h1> in page content
- Keywords in hypertext links in page content
- Keywords in text-based navigation links
- Keywords in text on page
- Keywords in ALT tags
- Keywords in domain name

Interactive Workshop

Working through live examples of Web sites and giving suggestions for

*General improvements to design
Functionality improvements
Search Engine Optimisation*

Possibly including WebPosition Gold

InSynch Training *InSynch*

Questions / Evaluation

eMarketing Advanced

InSynch Training *InSynch*

Contact Details

InSynch Business Services Ltd.

Tel: 01970 630077
eMail: enquiries@insynchbusiness.co.uk
anna@insynchbusiness.co.uk
eddy@insynchbusiness.co.uk
Web site: www.insynchbusiness.co.uk

eMarketing Advanced