

# PLANNING FOR ONLINE MARKETING SUCCESS

*the basics*



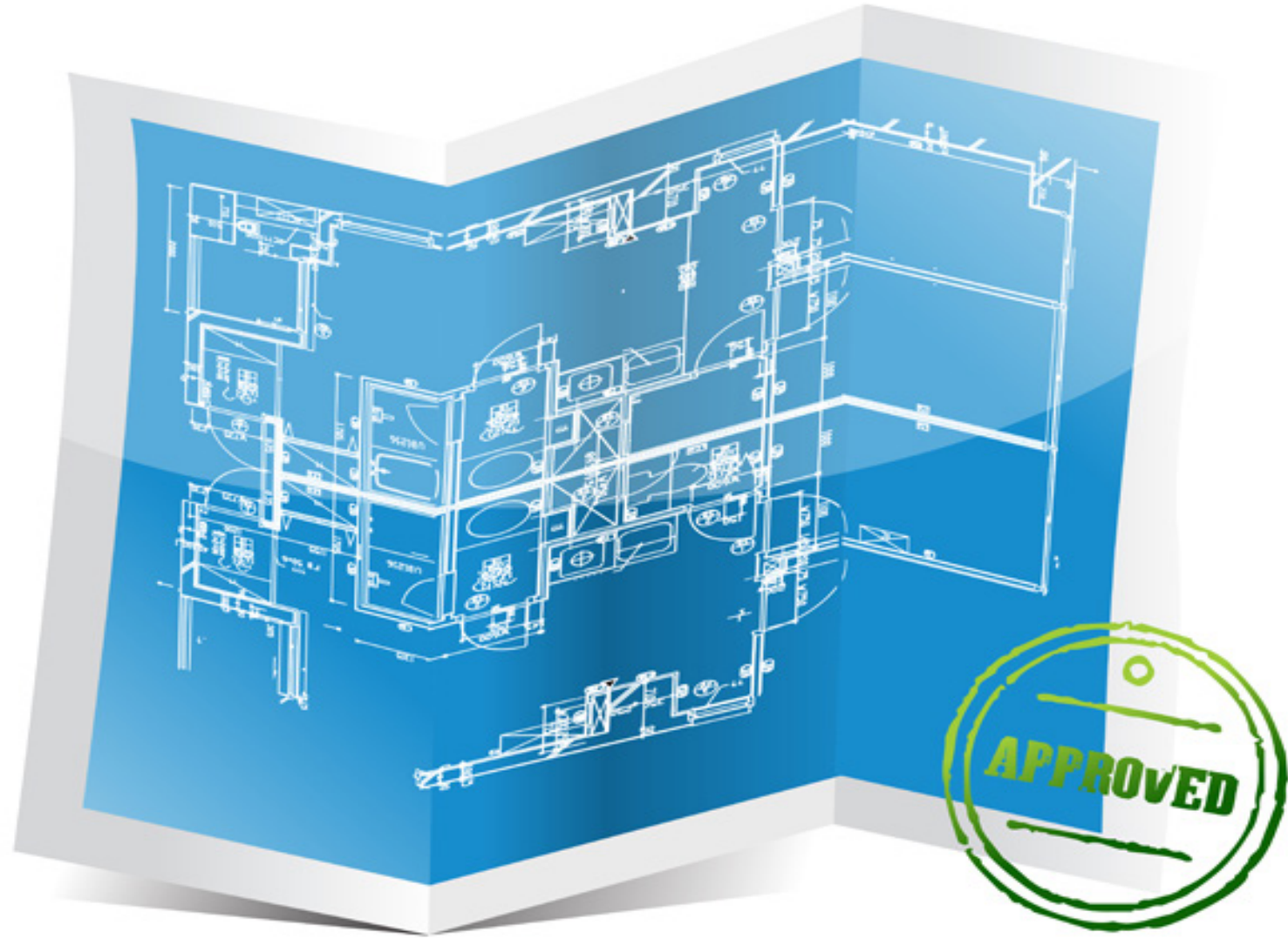
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A black and white close-up portrait of Sir Winston Churchill, looking slightly to the left with a serious expression. He is wearing a dark suit jacket, a white shirt, and a dark bow tie with white polka dots.

**“He who fails to plan  
is planning to fail.”**

- Sir Winston Churchill -

**In similar manner, it isn't wise building a marketing strategy without a plan or blueprint.**



You **NEED** a proper plan to  
build a strong foundation  
for which to build your  
online marketing  
strategy  
from.



**Thankfully, having  
a great online  
marketing plan  
makes for a solid  
foundation for  
future growth.**

# First and foremost, approach online marketing with this mindset:

- 1) online marketing strategy first**
- 2) online marketing execution second**



# **5 things you need to consider when putting together your online marketing strategy.**

**Your marketing efforts need to be:**

- 1) Visible**
- 2) Usable**
- 3) Sell-able**
- 4) Creditable**
- 5) Scalable**



# Your online visibility

**Ask yourself this simple question... how visible is my online marketing presence? You could have the best product / service in the world however if nobody knows of them, what's the point?**

**Looking at your overall marketing you should concentrate on the following areas:**

**1) Search**

**3) Local**

**2) Mobile**

**4) Social**



# Your online visibility

**Search - Search engine results are important. Both organic and paid results are very important however they are not the magic bullet to your online marketing strategy. A varied approach utilizing various channels is best to secure a long term and sustained growth.**

**Mobile - Mobile marketing and mobile applications are extremely important to increasing your online exposure. Should you have the available budget, this offers an extremely huge potential to increasing your visibility.**



# Your online visibility

**Local - Creating a local presense is another very important aspect of your online marketing. If your business is locally based, visit and manually register your company onto websites like Google Places, Yelp, Bing Local and Citysearch.**

**Social - Social networks are an extremely important aspect to growing your online marketing efforts. Your online campaigns should include social networks like LinkedIn, Facebook, Twitter, YouTube, Google+, and Friendster to name a few.**



# Your online usability

Useability is how useful your online marketing efforts are. Your marketing needs to be interactive, clear and user-friendly.

Your online usability efforts benefit from:

- appropriate and professional design
- logical site architecture
- clear navigation
- some sort of call to action
- email follow-up
- rich content
- appropriate social presence



# Your online sell-ability

**Sell-ability is a critical market planning piece. This in its most simplest forms is how well you show, and tell, and sell the value of your organization, products and services.**

**Sell-ability also means communicating to your customers why your organization, products or services are worth working with.**

**This can come through by offering online:**

**1) Videos  
4) Blogs**

**2) Press Releases  
5) Testimonials**

**3) Photos  
6) Taglines**



# Your online sell-ability

**When thinking about sell-ability, you need to think about how to communicate and educate your value.**

**In the online world of things, you need to aim to ensure your value points are interwoven into your website pages and overall online marketing work.**



# Your online credibility

**Like that saying goes; you have only one chance to make a good first impression.**

**This good impression is exuded by your site design, blogs, content, videos, social media, testimonials, and customer reviews.**



Your online credibility

Building trust  
between you and  
your customer  
is a critical must!



# Your online Scalability

When we combine  
the efforts of *visibility*,  
*usability*, *sell-ability*,  
*credibility* you indirectly  
create and reap the  
benefits of *scalability*.





**A final thought...**

**Like a smart investment,  
your online marketing  
efforts continually  
mature and grow  
over time.**



**Online marketing efforts  
last a lifetime on the web,  
building and compounding  
over time.**

**Isn't it time to plan  
for online marketing  
success today?**