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HOLISTIC ONLINE MARKETING STRATEGIES: INBOUND MARKETING + SEO

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INCAE
BUSINESS SCHOOL

Online

ONLINE MARKETING PRACTICES (INTRODUCTION)

Who Owns the Online Customer?

- ▶ Google (Search, YouTube, Maps, Play Store...)
- ▶ Facebook (+Instagram), Twitter, Pinterest
- ▶ Amazon, eBay, AliExpress ...
- ▶ Microsoft, Apple ...
- ▶ Walmart, Netflix, Yahoo, Reddit, Zillow....
- ▶ Biizly.com ([Online Business Startup Guide](#))
- ▶ Another **brand?**

EVOLUTION OF THE INTERNET MARKETING PRACTICES

- ▶ **Early days:**
[websites](#), banners, e-mail (unsolicited), SEO
- ▶ **New techniques appear:**
pop-ups, [blogging](#), SMO, CRM, [video marketing](#), [mobile apps](#)...
- ▶ **Constant improvements:**
precise targeting, interactivity, personalization, retargeting, metrics...
- ▶ **Reaffirmation:** guest blogging, personalized e-mail, [one-on-one](#) ...
- ▶ **Outdated:** “[banner blindness](#)”, spam, pop-ups, directories, blog commenting, SEO?!? ...
- ▶ **Rise of competition and costs**

INBOUND MARKETING

INBOUND MARKETING

...a **holistic** approach that aims to attract prospects (by creating valuable **content**) and turn them to loyal, lifelong customers (by **helping them**).



EMERGENCE OF INBOUND MARKETING (2005)

Inbound marketing - new holistic approach to content marketing and e-mail marketing (it also employs other proven marketing techniques)

- Storytelling in marketing- 19th century (John Deere),
- Content marketing – 1996 (websites, blogs, social media)
- Permission (E-mail) marketing -1999 (Seth Godin)

Current online marketing practices didn't work any more (as before)

Brian Halligan and Dharmesh Shah (founders of Hubspot.com):

“People did not want to be interrupted by marketers or harassed by salespeople. They wanted to be helped”

ELEMENTS OF INBOUND MARKETING

- ▶ High Quality **Content** (Content marketing)
 - text, videos, audio, images (sharing on multiple channels)
- ▶ **Website**
 - ..., blog, landing pages, subscription forms.
- ▶ Search Engine Optimization (**SEO**) +PPC
- ▶ Social Media Optimization (**SMO**)
 - (Facebook, [Pinterest](#), Twitter etc.)
- ▶ **E-Mail marketing** (permissioned)
- ▶ **CRM** (Customer relationship management)

PHASES OF INBOUND MARKETING

Attract, Engage, Delight.

- 1. Attracting visitors**
 - to the website with content, SEO, PPC, SMO etc.
- 2. Converting visitors to leads**
 - getting (at least their) name and email,
 - content bait, landing page, subscription form
- 3. Closing the first sale**
 - after series of useful and helpful emails (or calls)
- 4. Fostering loyal, lifelong customers and brand promoters**
 - CRM

INBOUND MARKETING

Phase	Content Type	E-Marketing Techniques
1. Attracting visitors	Articles, useful information, infographics, news, videos etc.	SEO, Guest blogging, SMO, content sharing, publicity, PR, PPC
2. Converting visitors to leads	Bait for a contact info (gift, e-Book, access, free trial, webinar, etc.)	Landing pages, UX, A/B testing, easy navigation, subscription forms, Exit intent popups, etc.
3. Closing the first sale	E-mail series, useful and helpful content, motivators, success stories, etc.	E-mail marketing, automation, personalization, promotions, discounts, retargeting, CRM, quality products.
4. Fostering loyal, lifelong customers and brand promoters	Detailed guides, video tutorials, news, public and private forums, success stories, one-on-one consultations, etc.	CRM, E-mail marketing, customer support services, loyalty programs, social media listening, fostering social shares, etc.

SEARCH ENGINE OPTIMIZATION (SEO)

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...the process of improving the ranking of a website in search engine results in order to increase the quantity and quality of the website's visitors.



SEO Elements (What we optimize?)

- ▶ **Keywords** (synonyms, meaning, context, long-tail)
- ▶ **Content** (text and multimedia)
- ▶ **Website** ([Website Builder](#), On-page SEO)
- ▶ **e-Environment** (Off-page SEO)
 - Social media (SMO), PR, publicity, collaboration
 - Distribute/share content
 - Earning links (+mentions)
- ▶ **Local SEO**

SEO Ranking Factors (200+)

- ▶ **Website Architecture:** speed, https://, mobile, site maps,
- ▶ **HTML:** title tag, meta description, H1, alt tag,
- ▶ **Content:** quality, **keywords**, freshness, multimedia, depth
- ▶ **User Experience:** CTR, bounce rate, time on site
- ▶ **Negative factors:** keyword stuffing, cloaking, buying links
- ▶ **Trust:** authority, engagement, mentions, brand searches, history
- ▶ **Inbound Links:** quality, quantity, anchor text
- ▶ **Social signals:** likes, shares, CTR.

- ▶ **Local SEO:** google maps/places, local keywords

On-page

Off-page

INBOUND MARKETING + SEO EXAMPLE

SEO in practice (The case of AccentPros.com)



free accent screening



cytrynspeech.com › online-accent-reduction ▾

Accent Reduction - Get a Free Accent Screening Test Today

Learn to Speak English Clearly. Online **Accent** Reduction Training Using the Compton P-ESL Method. **Free** Consultation ...

languageonschools.com › blog › free-accent-reduction-... ▾

Do you need Accent Reduction Lessons? Take a Free Online ...

People change their accents for many reasons. What's yours? Take a **free accent screening!** Click on the link below to start your online accent assessment.

www.accentpros.com › free-accent-screening ▾

Free Accent Screening - Accent Pros

Mar 23, 2017 — This tutorial provides free training that will allow you to learn the accurate pronunciation of each ... Ready to take a **Free Accent Screening?**

speech3.com › free-screening ▾

Accent Modification: Free Accent Screening - English ...

If you'd like Progressive Speech to do a brief check of some of the major features of your **accent**, feel **free** to complete this **free** online **accent screening**.



Landing Page and Subscription Form

[Home](#)[Accent Reduction Programs](#)[Free Resources](#)[Accent Reduction Blog](#)[Location](#)[Contact Us](#)

Take the Free Accent Test

Step 1. Fill out the form

Step 2. Leave Voice Message (Instructions on next page)

Step 3. Get your results in 48 hours



First Name:

Email:

Phone Number:

Native Language:

I Agree to receive free accent reduction tips so I can reduce my accent.

(You can unsubscribe at any time later)

[Get FREE Screening](#)

We respect your [email privacy](#).

Free Accent Reduction Screening Test

If you are concerned about your foreign accent when speaking American English and are interested in *accent reduction*, here is an opportunity for you to get a professional opinion about the severity of your accent. Just leave us a voice mail saying our list of words, reading a paragraph, and telling us about your accent concerns. Typically within 48 hours, one of our staff members will analyze the speech sample and send you an e-mail or call you with the results. Results will include a severity rating of your accent from very mild to very heavy.



What is included: Free Accent Reduction Screening Test?

- It's Free!
- Accessible 24 hours a day, seven days a week
- Land line or cellular phone required
- Speech samples recorded on typical voice mail
- Requires saying words, sentences, and reading a paragraph
- *Accent Reduction* expert (real person) completes analysis
- Results typically within 48 hours if you provide us with an e-mail or phone number
- Provides accent severity rating of mild to severe
- Free follow-up consultation available via video conferencing or phone
- No obligation



Online

Email Series

Hello **Zak**,

Thank you for your interest in Accent Pros. If you followed through by leaving us a speech sample voice mail, I will send your screening results via e-mail within the next 48 hours. If you would like to learn more about the accent reduction classes we offer, please see the options listed at the end of this e-mail.

If you didn't do the free screening already you can follow the steps at [this link](#) at any time later.

Best regards,

Erin Bailey
Accent Reduction Specialist

Zak, hello again.

Thank you for opting into our free online resources! If you decide to stay on my mailing list, I will send you a number of free, very useful accent reduction tips!

What can you expect from being on my email list?

1. Free lessons

In the next few weeks, you will receive free strategies on improving your American accent.

2. Additional updates

I will share interesting material, which you would not find otherwise.

3. Bonuses

I will send you free reports, interesting links, offers, audios, videos and so on.

Best regards,
Erin Bailey
Accent Reduction Specialist

Dear Zak,

Thank you for keeping up with me for all of those Free Accent Reduction Tips. I have some very important questions to ask you today! Have you already found a native American English speaker to practice with on your own or if you are already a client at Accent Pros?

Our most economical starter package is what **I recommend**: The [Online Accent Reduction Starter Program](#) has a cost of (\$300) and includes:

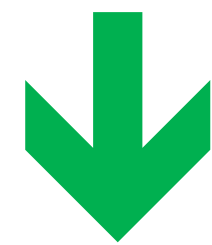
- Accent Evaluation (Much more detailed than the Free Screening!)
- 3x50-Minute Private Online Classes
- Over 100 Pages of Print Study Materials and Five Audio CD's for Practice

Best regards,
Erin Bailey
Accent Reduction Specialist

Why Email Marketing is Important?

No Mailing List

1000 visitors



1 - customer (0,1% -CR)
(999 - lost forever)

Mailing List

1000 visitors



50 – subscribers



10 customers (1% -CR)
(10x better)

Products page



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Accent Reduction Programs:

Evaluation Only

\$120

Buy Now



What Is Included:

Online Evaluation

Exact Percentage of Your Accent

Online
Printable Pattern Analysis

Online Starter

\$300

Buy Now



What Is Included:

Online Evaluation

Exact Percentage of Your Accent

Printable Pattern Analysis

Office Starter

\$1,200

Buy Now



What Is Included:

Online Evaluation

Exact Percentage of Your Accent

Printable Pattern Analysis



Biizly.com – Online Business Startup Guide



Contents:

Step 1: [Understanding the Online Business Basics](#)

Step 2: [Finding the Right Idea](#)

Step 3: [Establishing Web Presence](#)

Step 4: [Back Office Activities](#)

Step 5: [Building and Managing a Website](#)

Step 6: [Online Marketing](#)

Step 7: [Monitor and Improve](#)

Thank you !



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Questions ?