

Online Marketing A to Z: websites, social media, video marketing and more!

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Background – Andrea Fischetti

- Based in Chicago
- 5 years experience in video marketing
- Write for PetAge Magazine online marketing topics
- Managing Director – ReelPaws Productions
 - Only production company in the country that specializes in filming companion animals
 - Clients: Stella & Chewy's, Merrick Pet Care, HH Backer Associates, PetMD, and Pet360
 - Create video for targeted online advertising



Overview

- Trends
- Online Demographics
- Online Marketing A to Z
 - Website & SEM
 - Social Media
- Advanced Topics
 - Email / Newsletter
 - Blog
 - Video Marketing
- Take Home Tips



Online Marketing A to Z

- Trends
 - More and more people connecting to the Internet
 - For longer amounts of time → more deeply engaged
 - Computer still primary device used for internet
 - Increases in mobile phone & tablet as 2nd most



Online Marketing A to Z

- Demographics
 - Baby Boomers
 - Most growth currently
 - Generation X
 - Generation Y / Millennials
 - Will become the most important in the next 5-10 years
 - Generation Z
 - Spend entire life next to smart phone
 - No concept of life before social



Online Marketing A to Z

1. Website & SEM
2. Social Media
-
3. Email / Newsletter
4. Blog
5. Video



Online Marketing A to Z

- Website

- Contact info is easy to find
 - Location, e-mail, phone number, and/or submission page
- Strategize your site content
- GOAL = get onto the first page of search results
 - Most customers don't bother to go to the 2nd page of results



Online Marketing A to Z

- Website (continued) *Alphabet Soup...*
 - Search Engine Optimization (SEO) = focus on *Organic search results*
 - *Organic* = naturally occurring due to good content, site traffic, etc.
 - Determines your webpage presence (especially page ranking!) on the search result in search engines
 - Focuses on building traffic



Online Marketing A to Z

- Website (continued) *Alphabet Soup...*
 - Search Engine Marketing (SEM) = Both *paid* and *organic* search results
 - *Paid* = eg. Google Adwords)
 - The wider discipline that incorporates SEO
 - Purchase the relevant keywords for your business and purpose
 - Pay-per-click advertising



Online Marketing A to Z

- Website (continued) *Alphabet Soup...*
 - Search Engine Marketing Management (SEMM)
 - Similar to SEO but focuses on return on investment (ROI) instead of just building traffic
 - Focus on web page layout design and how the content and info is displayed



Online Marketing A to Z

- Website (continued)

- Internal SEO

- **Page URL:** Short, properly spelled, and easy to remember
- **Title Tags:** Name each page
- **Sitemap:** Helps site to be crawled and indexed by search engines
- **404 Custom Page:** Custom error page rather than a broken link
- **Headings:** Give clear hierarchy to site and keywords in heading
- **Image Optimization:** Attach a description to each image
- **Keywords:** Use in body of text on site but **MUST BE RELEVANT** to your content



Online Marketing A to Z

- Website (continued)

- External SEO

- **Directory:** Submit your website to relevant online directories
- **Social Bookmarking:** tagging, linking to pages through social media, saving & organizing links on the web
- **Blog Activity:** Comment and engage on other's blogs
- **Q&A websites / forums:** Engage and interact with others



Online Marketing A to Z

- Website (continued) Recommendations:
 - Regularly update content on your site
 - Updates show activity and tells crawlers that the site is in operation
 - High quality content will keep visitors returning
 - Google Ads
 - Researching and purchasing keywords makes online advertising easy
 - Watch your reports
 - Compare traffic before and after changes to gauge effectiveness



Online Marketing A to Z

- Social Media

- Social media is transforming how consumers make purchase decisions. (2012 Nielsen Report)
 - Learn about other consumers' experiences
 - Find more info about brands, products and services
 - Find deals and purchase incentives.
- 55% of consumers disappointed by brands' communication on social media
- Advertising by peers more influential



Online Marketing A to Z

- Social Media (continued):
 - Social care = customer service via social media
 - Blurred line between marketing and customer service
 - Company's FB page #1 location (Nielsen 2012)
 - 9 in 10 consumers said they were unlikely to buy from a brand that ignored their complaints on Facebook or Twitter (2012 Conversocial study)



Online Marketing A to Z

- Social Media (continued):
 - Businesses can no longer control their brand's image entirely
 - BUT, they do have an opportunity to participate in the conversation and send messages using the same tools and channels as consumers.



Online Marketing A to Z

- Social Media (continued) Tips:
 - Share 80% content that supports the way your company thinks and 20% of your own content
 - Don't want to advertise – want to talk, listen, & respond
 - Think of your audience!!!
 - Real conversations, authentic content, active engagement
 - Gather info → better understand customers
 - Need to be spontaneous, take risks to see most benefit



Online Marketing A to Z

- Social Media (continued) Tips:
 - Facebook 2-3 times per week
 - Avoid overt marketing messages
 - Hashtags
 - Twitter 2-3 times per day
 - Manage with HootSuite or similar
 - Hashtags
 - LinkedIn 1 time per week
 - Keep it business-related (no cat photos!)
 - Online groups/forums offer FREE learning opportunities



Online Marketing A to Z

- Email/Newsletter

- Targeted marketing
- More people have email than social media accounts
- Personal contact
- More attention and “face”-time
- A medium through which customers are used to receiving marketing messages



Online Marketing A to Z

- [Email/Newsletter](#) (continued) Tips:

How to do it well:

- Be careful with how you manage your contacts
- Post at regular time intervals
- Be a resource!
- Calendar/Events in your community
- Other things your contact list may be interested in



Online Marketing A to Z

- Blogging

- Third-most influential digital resource when making overall purchases

- come after product & brand websites

- Technorati Report:

- Consumers said they rank blogs higher than Twitter for shaping their options

- Higher than Facebook for motivating purchasing decisions

- More effective than social media!



Online Marketing A to Z

- [Blogging](#) (continued) Tips:
 - Connect with bloggers
 - Both free samples & paid opportunities
 - BlogPaws
 - Keep it real & honest



Online Marketing A to Z

- Video Marketing

- Barriers to video:

- Time – Too much work!
- Money – We can't afford it!
- Perception – It doesn't increase sales or donors!



These reasons are wrong.



Online Marketing A to Z

- Video Marketing (continued) By the Numbers...
 - 57% of consumers said that product videos make them more confident in a purchase and less likely to return an item
 - 1 in 3 consumers watch video on a product page all or most of the time when they encounter it
 - 41% of consumers more likely to share product videos than other product content



Online Marketing A to Z

- Video Marketing Reasons to do video:
 - The truth is that online video marketing is:
 - Fairly inexpensive (and thus quite affordable to many businesses)
 - Online videos will always be accessible to consumers and prospects for a long time, thus, they are cost-effective



Online Marketing A to Z

- Video Marketing Reasons (continued):
 - Search Engine Optimization (more hits to your site)
 - Increased length stay on your site
 - → Increased sales
 - Increased customer satisfaction
 - Decreased product returns
 - **Video can be incorporated into all of the marketing channels mentioned today!**



Online Marketing A to Z



Video Marketing Tips:

- Make video that is:
 - Engaging
 - Enjoyable to watch
 - Customers will comment on
 - Customers will share
 - Can optimize traffic
- Good return on investment



Online Marketing A to Z

- Video Marketing Tips:

#1: Identify your audience

- Who is your audience?
- What does your audience want?
- What will your audience share?
- What will keep them coming back?
- What audience do you want?

#2: What is the message you want to send?

- DIY vs. Paid – what to do in-house, when to hire a pro



Online Marketing A to Z

- Video Marketing Tips (continued):

#3: Don't forget a call to action

#4: Length

- As video length goes up, viewership goes down
- Multiple, shorter videos is better

#5: Engaging and Interactive

- Make sure the first few seconds are *very* compelling



Online Marketing

- Take Home Tips:
 1. Consider your audience
 1. Watch your stats – what is popular?
 1. Be on the lookout for things that are new, informative, and interesting



Online Marketing A to Z

- Conclusion:
 - Why Is Visual Content Important?
 - Internet Marketing A to Z
 - Website & SEM
 - Social Media
 - Advanced Topics
 - Email / Newsletter
 - Blog
 - Video Marketing
 - Take Home Tips



The End

- Questions?

