



DEVELOPING A COMPREHENSIVE
E-MARKETING
STRATEGY USING
3 POPULAR ONLINE CHANNELS

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- ❖ **Your Brand & Your Goals**
- ❖ **Three Popular Online Channels**
 - ✓ Search Engine Optimization (SEO)
 - ✓ Article Marketing & Link Building
 - ✓ Social Media Marketing
- ❖ **Comprehensive Strategy**
 - Purpose, repurpose and bring it all together

Topics: Goals, Channels & Strategy



Consider your brand and goals

Develop a plan. To begin, determine your goals:

- ❖ Brand yourself as a top-notch local photographer
- ❖ Be found by local consumers
- ❖ Be discovered by national magazines and other high-level business entities
- ❖ Brand yourself as an industry-specific talent
 - Wedding photographer
 - Pet photographer
 - Stock photographer
 - Fashion photographer



Before developing and implementing an online marketing strategy, be clear on your **brand**, be clear on the **goals** of your brand and be specific about your **target audience**.

Search Engine Optimization (SEO)

Article Marketing

Social Media Marketing

SEARCH ENGINE OPTIMIZATION (SEO)



Search Engine Optimization (SEO)

Combined tactics and strategies w/ the goal of naturally (organically/not-paid) receiving more traffic from search engines. I.e:

- ❖ Keyword research & placement
- ❖ Information architecture
- ❖ Content & focus
- ❖ Link building
- ✓ ***Social media marketing***
 - Usability
 - Audience targeting
 - Design & development



Fact: About 90% of all new visitors to a web site found it using the major search engines such as Google or, search directories such as Yahoo!

SEO: Keyword Research & Placement

Every search phrase that consumers type into a search engine is recorded in one way or another. Keyword research tools allow you to retrieve this information.


With keyword research you can predict shifts in demand and accurately provide the products, services, and content that consumers are seeking.

❖ Keyword research tools

- ❖ Google AdWords
- ❖ Yahoo! Overture

❖ Keyword placement


- ❖ Location
 - ❖ Within code (*by web designer*)
 - ❖ Within page copy (*paragraphs, paragraph headings, links*)
- ❖ Format
 - ❖ Logical placement? (*no stuffing*)



Fact: Many website owners and unprofessional website designers use **randomly selected keywords** based on personal preference vs. in-depth research specific to your business needs. **Not recommended.**

SEO: Information Architecture

- ❖ Organize content into a structure that consumers and search engines are able to navigate quickly and intuitively
- ❖ Group website sections and pages intuitively
- ❖ Create links using logical, well-researched keywords




Fact: Links are the pathway between your web pages and between your website and external websites. As such, they should be built using **logical, keyword-rich phrases.**

Poor info architecture risks content being found by the wrong consumer or not being found... **even by search engines.**

SEO: Content & Focus

- ❖ Website information should be well written with paragraph titles matching paragraph content and page titles matching page content. Paragraphs within each page should flow logically.
- ❖ Images (*and image descriptions*) should be well scaled and weighed and should accurately relate to and reflect the surrounding page text with **keyword-rich descriptions**
- ❖ Dump (*or minimize*) the **Flash**. Why? Search engines can't read them. iPads and iPhone users can't see the content.



Fact: The “**sandbox effect.**” New websites (*even when well-optimized*) may not show up in search engines for two to three months.

Search Engine Optimization (SEO)

Article Marketing & Link Building


Social Media Marketing

ARTICLE MARKETING



Article Marketing (*The Expert in YOU!*)

Article marketing is achieved by writing articles related to your industry. The articles are often available for distribution and publication. Well-written content articles released for free distribution and syndication have the potential to increase your credibility. It helps attract new clients.



Fact: Posting original articles is a popular and successful way to directly **establish your brand** and indirectly **market your services**.


❖ Strategy

- ❖ Post your articles to your blog
- ❖ Submit your articles to established article websites
- ❖ Post links to your articles on social media websites
- ❖ List links to your articles from your own website
- ❖ Write responses to other industry articles on popular websites
- ❖ Post articles in the form of press releases to free or paid press release websites
- ❖ Submit blogs to feedreaders

Link Building

Link building is a tedious but highly effective SEO strategy. It is the process of increasing the number of websites that link back to yours

- ❖ Exchange links with non-competitor/collaborative websites
- ❖ Post relevant comments on articles posted on established websites. Include a signature line with your name, title, **website URL and email address** (*as links... when possible*)
- ❖ Include links to your website from the articles you published
- ❖ Post links back to your website(s) from popular social media channels
- ❖ When possible, use well-researched keywords as your link phrase



Fact: In some ways, **search engines are similar to high school**

- If many people like you, you are popular
- If the popular kids like you, you are popular by association
- If you are guilty of associating with too many unpopular kids, you automatically lose popularity points

~~Search Engine Optimization (SEO)~~

~~Article Marketing~~

Social Media Marketing


SOCIAL MEDIA MARKETING



Social Media Marketing

Using social media tools to create and publish relevant, timely content that attracts attention and encourages consumers to share with their social networks

- ❖ Claim/create a business presence on all social media channels
- ❖ Create solid SM profiles that include
 - ❖ Keyword-rich description of your business, products and services
 - ❖ Links to your websites
- ❖ Post links to content that has been shared by other established entities
- ❖ Post original press releases, articles and links back to your own websites
- ❖ Watermark and post examples of your work
- ❖ Post announcements and accomplishments
- ❖ Write and post reviews of new equipment and software




Fact: Consumers often post family and promotional photos to Facebook. When the work is impressive, they are often asked for the name of the photographer. The photographer's name/business information is then posted in response for the entire network to see.

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)
- [LinkedIn](#)

Social Media Marketing

- ❖ Create a connection between your SM channels so that content can be published once and reaches your entire network
- ❖ Use tools such as **HootSuite** to schedule content publishing
- ❖ Join groups that relate to your area of focus:
 - ❖ New moms/newly engaged
 - ❖ Realtors
 - ❖ Models
- ❖ Create slideshows of your work and post as videos (include music, maybe a storyline)... be creative/unique
- ❖ Build your network by exchanging “*Likes*” and “*Follows*” with other business owners and individuals
- ❖ Include links to your Facebook Fan page in your email signature line



Fact: A paid advertisement on Facebook reaches a more targeted group and increases your revenue potential than a paid ads placed on Google.

Bring it together!

COMPREHENSIVE STRATEGY



A bigger network than you imagine

When implementing your online strategy, keep in mind your potential for reaching a greater number of consumers than you would w/ traditional marketing... and in a much more cost-effective way.

- ❖ Always repurpose your content (*articles, tips, photographs, videos*) to all e-marketing channels.
- ❖ Become a point of reference for consumers seeking advice on photographers and photography (*expertise branding*)
- ❖ You are exponentially increasing your reach with each online post. You are also increasing your website SEO with each social media and article post that includes a link back to your website.
 - ❖ By driving traffic to your website
 - ❖ By having a link from a popular website to your own



Track, monitor and test

Test for success

- ❖ Conduct keyword search to test your search engine ranking every four weeks to see how much progress you've made.
- ❖ Download reporting from Facebook (free) to see how effective your Fan page is (its not just about your Fan count)
- ❖ Track your website visits using tools such as Google Analytics (free)



Be patient!

Just as it can take several weeks for search engines to recognize the importance and popularity of your website, so too it will take a while to see the results of your comprehensive e-marketing strategy.



Questions?

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