



Internet Marketing Plan

Introduction

Congratulations! By downloading this workbook, you have taken the first step towards initiating your Internet Marketing Plan and getting found in the search engines. This workbook is meant to be a working document. You don't fill it out once and set it aside. Fill it out over time as you implement each stage of the plan.

Don't be overwhelmed by the size of the document and the number of steps involved. Don't listen to anyone who says you have to do this all at once. As they say, "Rome wasn't built in a day." You're not expected to implement a complete marketing plan in a day, week or even a month. Depending upon your other responsibilities, implementing everything in this plan may take you 3-months, 6-months or even a year. You may find that not all aspects of the plan are right for your company and that's OK too. Only you know what the right promotional mix is for your company.

Patience is not only a virtue, but it is also required when it comes to inbound marketing (aka getting found by your customers.) Don't expect immediate results. This process takes time and you must be persistent. You will be successful if you keep working at it. So let's get started!

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Business Goals

Your Internet strategy needs to be tied directly to your business goals. The promotion of your website should be designed to meet these goals.

Below is a list of general goals that apply to most companies. Review this list and remove any goals that do not apply to your business. Add any company specific goals to the list.

1. Increase Sales
2. Increase customer base
3. Generate Leads
4. Build Brand Awareness
5. Build Trust
6. Establish Thought Leadership
7. Educate Customers
8. Customer Service/Feedback
9. Create Buzz around product
- 10.
- 11.
- 12.

Buyer Personas

These are your ideal client profile(s). List specific details about the person you are directing your marketing campaigns at. Create a fictional character - complete with name, age, gender, family, title, company role, interests, skills, goals, and attitude -- the more detailed the better. Add as many buyer personas as needed. You should review these profiles on a regular basis to make sure that your marketing actions are directed towards the needs and desires of your targeted customers.

Name:	
Age:	
Gender:	
Family Information:	
Title:	
Role in Company:	
Other Pertinent Information:	

Name:	
Age:	
Gender:	
Family Information:	
Title:	
Role in Company:	
Other Pertinent Information:	

Competition

This section should include information on your competition. Who they are and what they are doing on the web? Find out who is linking to them. Are they are using social media?

In the first row, enter your own company's information for comparison. Below that enter the information for your competition.

Competitor's Name & Website	Pages in Google	Inbound Links	Twitter Name	LinkedIn Page	Facebook Page

Instructions

Column 1: List your competitor's names and their websites.

Column 2: Go to Google and type: *site:www.competitor.com* (replacing competitor.com with a real website address)

Column 3: Go to Google and type: *site to www. competitor.com* (note that this is only slightly different than the prior command)

Columns 4-6: Go to the appropriate social media site and search for your competitors. Record their Twitter name, LinkedIn page or Facebook page as appropriate.

Keyword Research

Keyword phrases are words that your customers would type into Google to find your company. The ultimate goal is to find keywords that have high search volume but low competition. These can be very detailed phrases that describe your service or product. Keywords may even contain geographical locations, such as a state or town name.

To conduct your keyword research, you can use paid keyword tools, such as [Wordtracker](#) or [HubSpot](#), or free ones such as the [Google Adwords Keyword Tool](#). You can also look at your competitors' websites to see what keywords they've optimized for. Once you have identified your keywords, list the top 10 phrases below. Keep this list handy and make sure that you use your keywords in your web page copy, website meta tags, blog articles and even in your social media profiles.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Search Engine Optimization Checklists

Search Engine Optimization consists of 2 parts:

1. **On-Page SEO** is done as the website is built and may be modified over time if necessary to improve search engine results. Use the checklist below for guidance as you implement your on-page SEO.
2. **Off-page SEO** involves getting other websites to link to your website. This is done after the website is live and should be an on-going task. Follow these suggestions as you create your link building strategy.

On-Page SEO: Modifications to the pages on your website

- Review web page components to ensure that the keywords are being used in the page title, headings, anchor text, alt text and body copy.
- Make sure the title is unique on every page and is 70 characters or less.
- Make sure the meta-keywords tag focuses on the important keywords for that page. It should contain 10 keywords or less.
- Your meta-description tag should contain marketing text with keyword phrases embedded. It should be 150 characters or less.
- Add a Google xml site map.
- Add analytics to your website for benchmarking statistics and review them monthly.
- Make sure your domain name is registered for more than 1 year.
- Add a permanent redirect for domainname.com to www.domainname.com [*This can mess up your web site if you do it wrong! So please call a techie friend for help if you are unsure how to do this step!*]
- Make sure you use keywords in the link text when linking to pages within your own website.

Off-Page SEO: Links from external sources

- Make sure all of your web pages are indexed in Google
- Make sure your website is listed in free directories like DMOZ, and ZoomInfo
- Consider Paid Directory Listings, such as Yahoo!, Business.com or industry-specific directories
- See who links to your competitors and ask them to link to your website too
- Organizational Links (.org) are considered to have greater value (i.e. chamber of commerce & other business organizations you belong to)
- Partner Links – exchange links with value-added business partners
- Social Media and Social Bookmarking Links

Content Creation: New Web Pages & Blog Posts

Frequently adding new content to your website is a critical component to your Internet Marketing Plan. More content means more opportunity to be found online and getting more pages indexed in the search engines for a wider set of keywords. Building your website using a **Content Management System** allows you to easily add new content, including new web pages or a blog.

New Web Pages

1. Review your website. Are there any pages you should add? Look at your competitors' websites for ideas.
2. List Pages to Add:
 - a.
 - b.
 - c.

Blog Posts

Promise me one thing -- if you take nothing else away from this document, make sure that you **implement a blog** on your website. This is a key component to a successful Internet Marketing Strategy.

1. Subscribe to other industry blogs for ideas (Look on <http://blogsearch.google.com>) – Follow and Comment on these blogs
2. At a minimum, post an article once a week (2-3 times per week preferred.)
3. Your goal is to write often. It's better to write several short articles than one long article.
4. **Do not** promote your product or service. Focus on your buyer personas (*go back if you skipped that step!*) and their needs.
5. You want to educate your readers with your blog articles to position yourself as the expert
6. Your keywords should be in the title & content (keep that list handy!)
7. Promote your posts in blogging directories and in social media where appropriate
8. List ideas for your first 3 articles and then get writing!
 - a.
 - b.
 - c.

Advanced Content

In addition to adding new web pages or a blog, you can put “advanced” content on your website to attract visitors. Examples of advanced content include:

1. Video
2. Webinars
3. Presentations
4. Podcasts
5. Press Releases
6. Whitepapers & Ebooks
7. Kits (Combines two or more of the above, such as a webinar and ebook)

This type of content can be given away freely (with hopes that more people will share it) or you can use it to collect leads via Landing Pages.

Landing Pages and Lead Generation

Landing pages are targeted web pages that get a visitor to your site to take some action. Often some sort of advanced content is offered in exchange for the visitor’s contact information. Examples include:

1. Download a whitepaper
2. Sign-up for a webinar or event
3. Access to important research
4. Free trials/demo
5. Contests or Free give-aways

Pay-Per-Click ads, newsletters, web pages and blogs can all direct traffic to a landing page. You should have a different landing page for each campaign to measure its effectiveness.

Landing pages are critical for turning a website into a lead generation tool.

What will you offer to entice people to hand over their contact information? Brainstorm and list your ideas here:

- 1.
- 2.

Social Media

The idea behind social media is to build relationships, have conversations, build trust and establish credibility. Once you have established a “comfort zone” in each of these media, you can add links from your website to your social media accounts to encourage interaction with visitors to your website. Keep in mind that if you are following the competition then they are probably following you too, so never post on social media anything that you don't want them to know!

Twitter

Twitter is the easiest to get started with. Go to www.twitter.com, create a username and a very brief profile. Now you are ready to tweet! A few things to note:

1. Tweets are limited to 140 characters and should be meaningful. Don't tweet about nonsense (no one cares what you ate for breakfast!)
2. Follow others whose tweets are useful and informative – find the thought leaders in your field and listen to what they are saying.
3. You can promote your blog and other content, but don't over do it. Keep your buyer personas in mind and think about their needs.
4. Use Twitter applications (such as Tweetdeck) to organize who you are following into more meaningful groups.

LinkedIn

Go to www.linkedin.com and create an account. Complete your profile – aim for 100% completion! The more info you give, the more likely you'll be found by others. And don't forget to use your keywords in your profile. Things you can do in LinkedIn to help build business relationships and promote your company are:

1. Invite Friends / Trusted Colleagues into your network
2. Join Groups (you can join up to 50) – Ask / Answer Questions to show your knowledge
3. Install applications such as BlogLink to display your company blog on your LinkedIn page
4. Request/write recommendations (remember social media is give and take!)

Facebook

Go to www.facebook.com and create an account. You need to create a personal profile first and then you can add a business page. As with LinkedIn, the more complete your profile is, the more likely you'll be found by others. Facebook tends to be a little more relaxed and personal than LinkedIn, but you can still connect with colleagues, join common interest groups, engage in discussions, and build relationships.

Social Media Schedule

You need to work social media into your daily schedule. Add it to your PDA and treat it like a meeting that you absolutely cannot miss! In the beginning, it may help you to create a weekly schedule using the table below so that you can plan ahead.

	Monday	Tuesday	Wednesday	Thursday	Friday
Blog					
Twitter					
LinkedIn					
Facebook					

In social media, it's key to **Do Something Every Day!**

- When you create a new blog post, tweet about it!
- Comment on someone else's blog
- When you attend a live networking event, follow up with someone you met by connecting with them on LinkedIn or Facebook.
- Read any interesting blog articles? See a good video on YouTube? Tweet about it. Share it on LinkedIn or Facebook.
- Make recommendations on LinkedIn
- Post a question or answer one

Employee Guidelines for Social Media

If you have employees, you should address how they will be using social media. This information should be added to your employee handbook. What your employees do on social networks (such as Twitter or Facebook) is a reflection on your company. Make sure they are professional. Encourage them to use social media in a way that benefits your company. The more people who are getting the word out about your company, the better.

Enter the guidelines below that you would like your employees to follow when using social media:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Promotion

Email Marketing

- Sign up for an Email Marketing Program such as [Constant Contact](#) or [iContact](#).
- Build Email List – smaller, targeted list is preferred over a large list of people who don't want your newsletter
- Add a sign-up form to your website
- Keep newsletters concise – with links to larger bodies of content on your website or blog
- Create valuable newsletter content keeping in mind your business goals and your buyer personas
- Create calls to action in your newsletters. Create a sense of urgency (i.e. Sale Ends Tonight!)
- Make sure the “From” name is one your audience will recognize
- Use attention getting subject lines

Use this template to outline your first newsletter. Your blog is a great place to look for topics. Include sales, events and special promotions. Keep your buyer personas in mind and make sure that your newsletter content “speaks” to their needs.

From: _____

Frequency: _____ (weekly, monthly)

Subject: _____

Send on: _____ (day of week)

Topic	Call to Action	Link to
1.		
2.		
3.		

PPC Advertising

Organic ranking is greatly preferred over pay-per-click advertising for a couple of reasons. One being that organic ranking is free. Two is that statistics show that people are more likely to click on organic links than advertisements. PPC advertising does have its merits in some cases, such as a recent product launch where you need to get found immediately and don't have the time to wait for organic results. PPC ads can also be a great way to test out your keywords before implementing search engine optimization. You can figure out which keyword phrases perform better using PPC and then use those phrases in your organic SEO strategy.

Measurement

There are many statistics that you can measure over time to determine how successful your Internet Marketing Strategy is. You should be checking your analytics at least monthly and much more frequently when you are in the midst of a marketing campaign.

Probably the most valuable measure of success is your **landing page conversion rate**, which indicates the number of visitors to your website that become leads and the number of leads that become customers.

Campaign Name	# Visitors to the landing page	# Leads (visitors that completed the form)	Percentage of visitors that become leads (Leads / Visitors)	# Customers from this campaign	Percentage of leads that become customers (Customers / Leads)

The table below lists other important statistics for analyzing trends in web traffic, but these are harder to measure in terms of increased sales.

Month	Pages in Google	Inbound Links	#Visitors	#Unique Visitors	Avg Page Views	Popular Pages

- You should also be watching your keyword lists to see where your site ranks over time and compared to your competition.
- Review your blog statistics, such as the number of visitors and subscribers. Check your [Technorati](#) blog rank over time.
- Email Marketing: Keep track of the number of Opens and the number of Links Clicked over time.
- Social Media
 - a. Calculate your Social Media Conversion Rate (the number of leads from social media that have converted into customers)
 - b. Look at your referral sources in your website analytics – are you seeing increased activity on your website due to social media?
 - c. # LinkedIn Connections
 - d. # Facebook Friends/Fans
 - e. # Twitter Followers

Use these statistics to analyze your Internet Marketing Plan to see what works and what doesn't and revise your plan accordingly.

About Liz Gallagher



Liz Gallagher, the President of Web Image Designs, has a Bachelor of Science in Computer Science, an M.B.A., and is certified as an Inbound Marketing Consultant. She works with small to medium size businesses to help them make money through quality web design and Internet marketing.

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