

Marketing

How others see you.

How do others see you and your business?

- Physically
- Emotionally
- Subconsciously

TRUST LADDER
Internet Marketing
Building your brand online one step at a time



Types of Marketing

Traditional Marketing

- Phone Books
- Newspapers
- Tv/Radio
- Flyers/Direct Mail
- Billboards
- Word of mouth/Networking
- Press releases

Types of Marketing

Internet Marketing

- Directory listings/citations
- Email & Press releases
- Websites, Blogs, & Newsletters
- SEO
- PPC & Landing pages
- Video
- Social Media

Yeah, I think we got it this time.
Fun with boards



We got this one, you get that one.

RB ritemail.blogspot.com



I have an idea!



I just got hungry all of a sudden.

WE BUY RAW INGREDIENTS THAT COST
MORE FOR OUR **BURRITOS**. THAT'S ONE REASON
YOU MAY BE CRAVING ONE **NOW**.



0325

Where's my head at?



Now they're just messing with us.



To Many Pizza's and Burritos?



The Plane! The Plane!



Yes I do!



I got it!



Aw childhood memories...



Someone at the Police department has a sense of humor.



Best Lego set ever!



Why is this pump going so slow?



What's for Lunch?



Looks Like traffic is clear on 194.



Nothing says I love kids more than pretending to cover them with wet paper!



We're going to need more green paint



I met this guy on the bus and his
breath was awful!



Me and the team are going out to get a snack.
We'll back in a little bit.



These are the biggest fleas ever!



What is Marketing?

mar·ket·ing

/ˈmɑːrkɪtɪŋ/ 

noun

noun: marketing

the action or business of promoting and selling products or services, including market research and advertising.

mar·ket

/ˈmɑːkɪt/ 

verb

gerund or present participle: marketing

advertise or promote (something).

"the product was marketed under the name "aspirin.""

synonyms: [sell](#), [retail](#), [vend](#), [merchandise](#), [trade](#), [peddle](#), [hawk](#); [More](#)

- **offer for sale.**

"sheep farmers are still unable to market their lambs"

- **US**

buy or sell provisions in a market.

"some people liked to do their marketing very early in the morning"

Origin



Middle English, via Anglo-Norman French from Latin *mercatus*, from *mercari* 'buy' (see also [merchant](#)).

Translate marketing to

Choose language



*“Either write something worth reading
about or do something worth writing
about.”*



- Benjamin Franklin

Types of Marketing

Internet Marketing

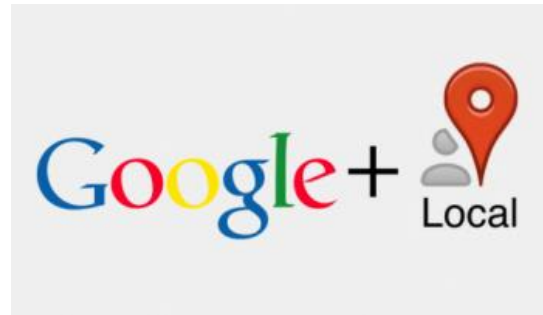
- Directory listings/citations
- Email & Press releases
- Websites, Blogs, & Newsletters
- SEO
- PPC & Landing pages
- Youtube/Video
- Social Media

Testing, Testing, and, More Testing

What marketing channel is going to work
for me?

Social Media

Why Should I be on:



“like” us on facebook



A Facebook Minute



LinkedIn Audience in the US

A LOOK AT THE WORLD'S LARGEST PROFESSIONAL NETWORK

LinkedIn reached out to a sample of its **over 50 million US members** to learn about who they are and what they do on LinkedIn.



212 million business leads generated in 2011 via LinkedIn.



3 out of 4 use LinkedIn to keep up on business news or research companies.

LinkedIn's audience of professionals is one of the **most influential, educated and affluent** on the Web.



8 out of 10 LinkedIn members drive business decisions.

93% More likely to be college graduates than the average adult online.

\$86k Average household income, **23% higher than the US general population.**

Members turn to LinkedIn for a variety of reasons:



76% Networking

with other professionals



72% Fostering

their professional identity



46% Following

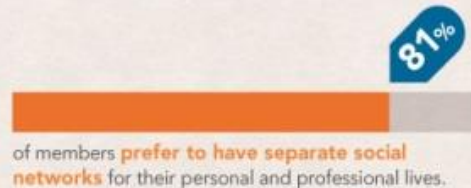
current industry discussions



43% Learning

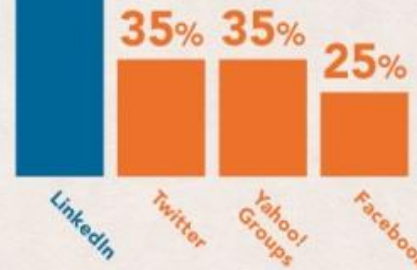
about companies

LinkedIn members deeply value our brand as a **professional, trusted, and remarkably different social environment.**



73%

Members are **more** confident in the professional information on LinkedIn.



LinkedIn

Source: LinkedIn US Audience 360 Study, August 2011. LinkedIn US audience member count as of November 2011. The Nielsen Company ©Plan Rel 4 2011.

marketing.linkedin.com



Surprising Facts About **twitter**

Number of active Twitter users every month **115 million**

Number of days
it takes for
1 billion tweets
- **5 days**

Twitter Annual Advertising Revenue

2013 - **\$405,500,000**

2012 - **\$259,000,000**

2011 - **\$139,000,000**

2010 - **\$45,000,000**



Number of tweets
that happen
every second
- **9,100**

Percent of Twitters
who don't tweet but watch
other people tweet **40%**



Google's You ™

Social Evolution

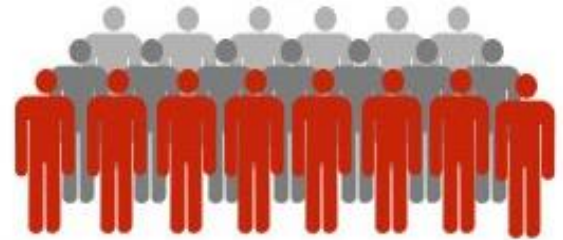


Launched on

June 28, 2011



Google
announced



 now has more than
500 Million
profiles



28.7 Million

unique visitors through PCs from the US



6.04%

 has the highest ecommerce sales conversion rate



3 out of 4 global brands have active Google+ profiles





More than **1 Billion** unique visits each month

viewed



with **362 Minutes** per user

11 Billion Videos



visits



Nearly one out of every two people on the Internet visits YouTube each month



10 Super Bowl audiences

=



Youtube monthly viewership

1.3 billion people



1.2 billion people



3rd Largest



1 billion
monthly
visits

If YouTube were a country, it would be the third largest in the world after China and India.

Sources:

Comscore.com

SearchEngineLand.com

MillwardBrown.com

AddShoppers.com

youtube-global.blogspot.com

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold"?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Piracy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	VI ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

OFF-THE-PAGE SEO

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

FACTORS WORK TOGETHER

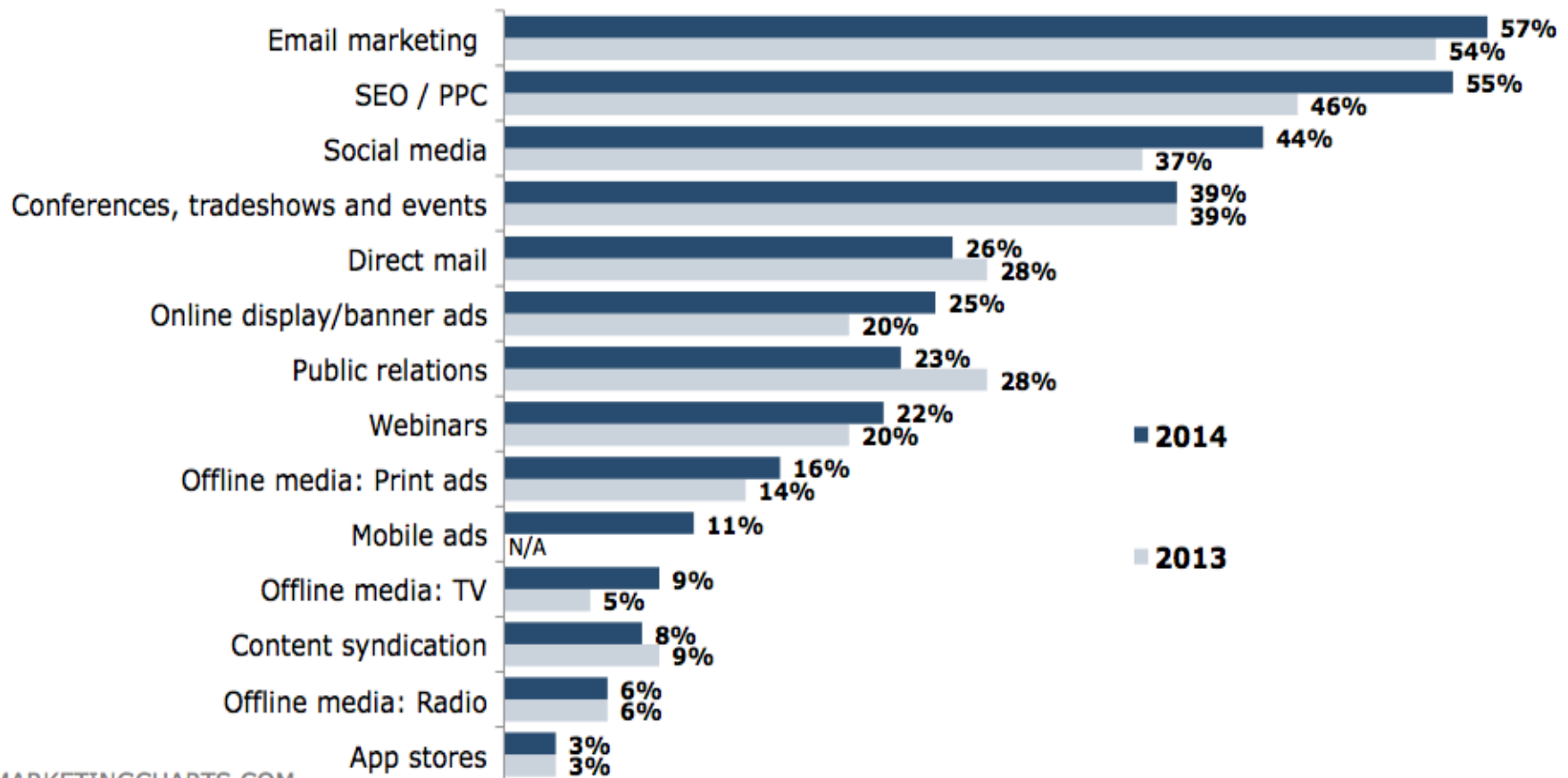
All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

Profitable Marketing Channels

Marketing Channels Preferred for Sourcing High-Value Leads

% of respondents

May 2014



Websites, Blogs, & eNewsletters



Websites, Blogs, & eNewsletters



Websites, Blogs, & eNewsletters



Websites, Blogs, & eNewsletters

Expectations

VS

Reality



However!

Websites, Blogs, & eNewsletters

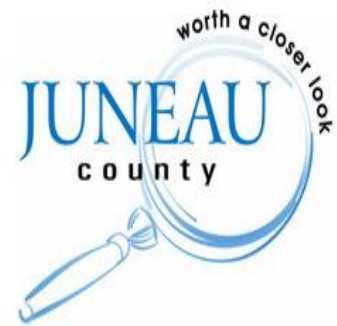
Tools to Investigate:

- Weebly
- Word Press
- Google webmaster tools
- Bing webmaster tools
- copyblogger.com



Welcome to Juneau County, Wisconsin! We invite you to embark on an adventure. Visit each and every page of this website. You'll be sure to find many reasons to come to Juneau County and stay for a while...or even a lifetime!

While strategies may have shifted over the years, our focus remains the same. Today, Juneau County Economic Development Corporation has taken a multi-faceted approach to further business development in order to create jobs and community wealth. JCEDC works collaboratively within the region to enhance the physical environment, increase the economic vitality and to improve the quality of life for everyone. Located in Wisconsin's upper Midwest, Juneau County boasts a pro-business culture at the state, county and local levels of government, offering many public and private incentives.



[Quick Link To Fun!](#)

Community planning with Partners



**8th Annual Volk Field
Small Business Conference
Growing Your Business**
August 6 - August 7, 2014 - Camp Douglas, WI

[Click above to register for the 8th Annual Volk Field Small Business Conference](#)

KR Sweet Shot

Search for products



Home

Products

My Account

About

Cart

0 items - \$0.00

Featured Products



Product Categories

Accessories

AK

Recent Products

Email and Press releases

- Contact Papers and Magazines
- Use Email to build relationships with your audience.
- Investigate auto responder and follow-up systems to make email easier.

Email & Press releases



Directory listings/citations

Create Listings and Profiles:

- Google, Yahoo, Bing, many others.
- Make all citations consistent and complete for all directories.

Directory listings/citations



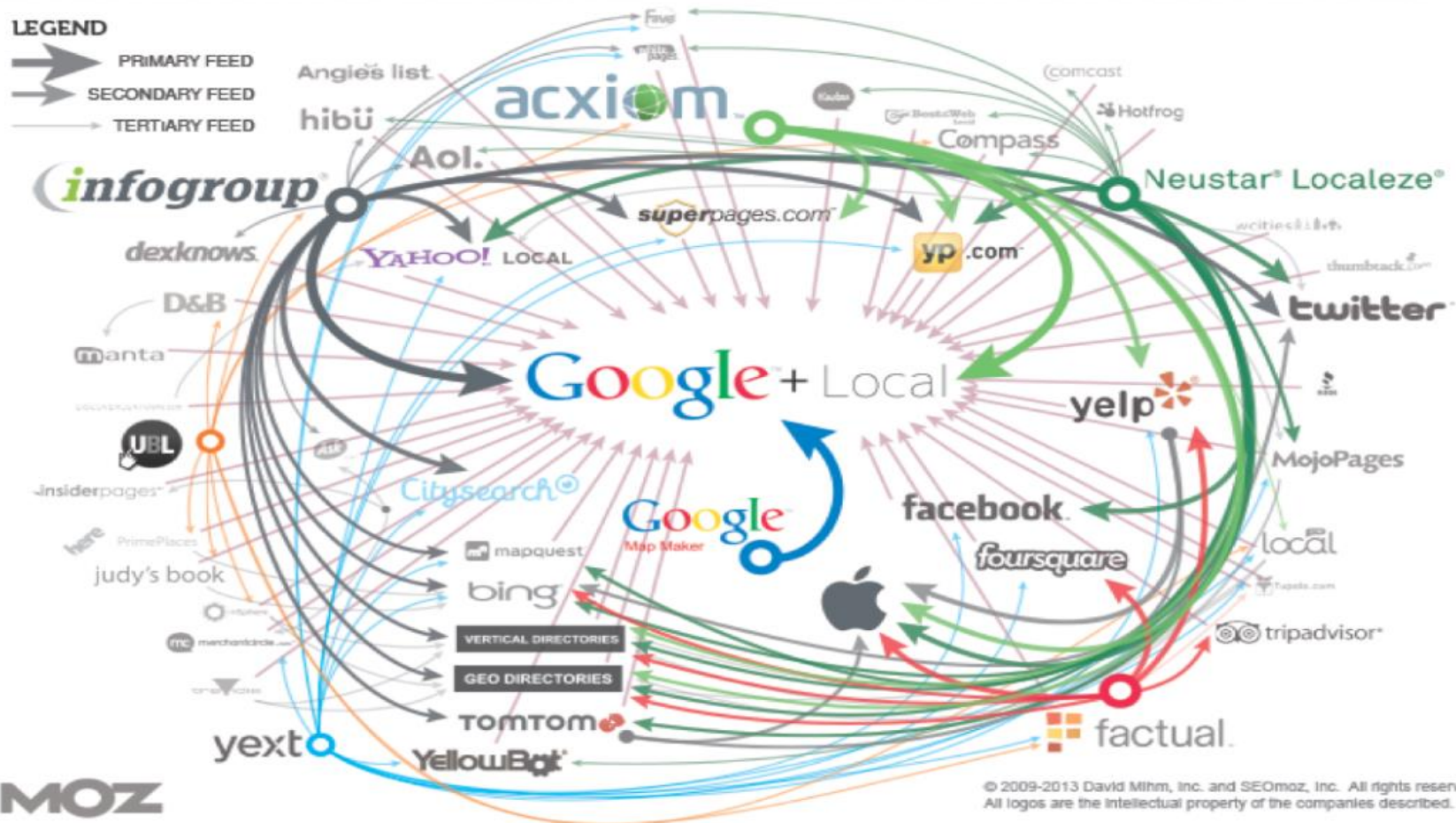
Directory listings/citations

getlisted.org
a product by: Moz

The Local Search Ecosystem

LEGEND

- PRIMARY FEED
- SECONDARY FEED
- TERTIARY FEED



MOZ

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Marketing: How others see you!

Q & A

Much success with your business!



A handwritten signature in black ink that reads "Jeremy Olet". The signature is stylized with a long horizontal line underneath the name.

Director | Trust Ladder Marketing

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