

Boot Camp Digital

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Internet Marketing Action Planner

What are your marketing goals and objectives from your Internet marketing?

* Inquiries
* Generate sales
* Lead generation
* New customers
* Educate customers on your products or brands
* Increase referrals
* Improve public relations
* More sales from existing customers
* Generate awareness for your brand or product
* Improve the reputation of your brand or product
* Sales of new products
* Reduce customer support costs
* Provide better customer support
* Engage current customers
* Build customer advocates
* Increase loyalty from current customers
* Build trust
* Position your organization as thought leaders
* Reduce marketing costs (costs to acquire new customers or ROI)
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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Internet Marketing Strategy

# Clearly identifying your goals is vital to your Internet Marketing Success. Take the time to understand what you want to achieve upfront.

What **INFORMATION** or **RESOURCES** are your customers looking for at different stages of the AIDA purchase cycle? AIDA = Awareness Interest Desire Action

\*\*Remember, purchasing is a *process*, people typically don’t purchase immediately upon learning about a product.

AWARENESS

*What information/resources do people look for before they are aware of your specific product or service offering?*

INTEREST

*What information or resources might they seek when they are initially interested in purchasing your product?*

DESIRE

*What information can drive them to desire the product or to choose you vs. your competition?*

ACTION

*What information or offers are your customers (or future customers) looking for when they are ready to purchase? How can you connect with them at the time that they are looking to buy?*

How can you create a compelling call to action that captures people and brings them into your marketing funnel regardless of whether or not they are ready to purchase?

Once someone has landed on your website, what is the *specific action* that you would like them to take so that you can begin to develop a relationship with them that will *eventually* lead to them purchasing.

The call to action will be incorporated in all aspects of your internet marketing and social media marketing.

\*\*REMEMBER - If you want them to take an action you have to provide them with something of *value* in return.

Call To Action Examples:

* Call now for a free consultation
* Sign up how for a FREE SPECIAL REPORT
* Join our WEBINAR with an expert (email required to sign up)
* Find a store near you
* Download an exclusive money saving coupon
* Get a FREE EBOOK on a topic related to your business
* Follow us on Twitter for updates and exclusive offers
* Connect with us on Facebook for an exclusive coupon/free product
* Refer 3 friends and get a FREE X
* Refer a friend and get X FREE when they purchase
* Limited time BONUS when you sign up now
* Click here to reserve your seat (seats are going quickly)
* Join us on Facebook for special discounts and offers

**What are calls to action for your business?**

# Creating a call to action will drive measurable results from internet and social media marketing.

Call to Action

What are the different REASONS that someone is visiting your site?

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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What INFORMATION are they looking for when they visit your site?

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2.

3.

4.

5.

6.

7.

# Your website should be both beautiful and effective.

Websites

All websites should include the following basic information:

* Clear description of what you do
* Information about products and services
* How to buy
	+ Sell online ?
	+ Where to buy
* Search box
* Call to action (may be multiple ones)
* Trust builders
	+ Media appearances
	+ Big name partners/clients
	+ Testimonials
* Video
* Contact information
* Basic Information about your company
	+ Hours
	+ Location
	+ Map
	+ Etc
* About
	+ People look at this page to determine if your company is “legitimate”
* Links to social media sites (if you are active on them)
* Link to blog (if you have one)
* Newsletter Opt-in (if you have one)
* Privacy Policy

Website Checklist

What are the words that ***people use to describe your product or service***?

What are the words that ***people use to describe your industry/category***?

What are the words that ***people use to look for your competition***?

What are the words that ***people use*** ***to find information about the problem that you solve****?*

What are the words that people use to ***look for information related to your business***?

SEO – KeyWord Analysis

What are the words that people use ***when they are looking to purchase your product or service?***

Is your business confined to any specific geography or sub category (i.e. City/Town, Property Lawyer vs. Lawyer, etc)?

Are there any *add on words* that are relevant for how people search for businesses in your industry?

* Best *(e.g. Best doctor in New York)*
* Cheapest *(e.g. Cheapest dog day care)*
* Coupon
* Deal
* Top
* Most popular
* Fastest
* Lowest Cost
* For Small businesses/Big company/etc
* Specific verticals to target
	+ Social Media for Real Estate Agents
	+ Social Media for Lawyers
	+ Social Media for Farmers
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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# Formal KeyWord Analysis

Take the words that surfaced the most often or are the most relevant based on the intent to purchase associated with them or likelihood of closing a sale from those searchers.

Go to the GOOGLE KEYWORD TOOL

<https://adwords.google.com/select/KeywordToolExternal>

* Input your final search term
* Record the number of local searches (if your business is US only)
* Look at the additional recommended words from Google
* Add any relevant new words to your list
* Go to [www.google.com](http://www.google.com) and type in the term
* Record the # of returned search results (the number shows up right below the search box)
* After you have completed this for all of your words or phrases, RANK the search terms based on the PRIORITY that they are for YOUR BUSINESS
	+ A good search term has some search volume but <1,000,000 returned results (ideally <500,000)
	+ If you want to optimize for a word that has > 1,000,000 returned results you may want to consult with a search engine optimization firm
* \*\*NOTE - If your search terms are all returning too many results, consider adding the *add on words* above to find more specific terms. (e.g Instead of social media training try Cincinnati social media training, Best social media training or small business social media training.

|  |  |  |  |
| --- | --- | --- | --- |
| **WORD** | **# of Local Searches** | **# of Returned Search Results** | **My Priority RANK** |
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Once you know the KEYWORDS (they may be individual words of phrases) that you want to optimize your site for, be sure to include the keywords on your website and social media profiles as appropriate.

Whenever you post social media content (blog posts, website pages, videos, slide shows, etc) use these keywords in your text. Include them in directory listings and any other online content that you create.

The next step in optimizing your site is how important Google thinks your site is. Look to create web links in to your website from other sites.

Here are some places where you can create links to your site:

**Social Media Profiles**

* Twitter
* Facebook
* LinkedIn
* Blogs
* Discussion Forums
* YouTube
* Flickr
* Etc

**Other Websites**

You can also request that other sites link include a link to your site. You can offer to trade links or simply request that they provide information about your company with a link.

* Clients
* Partners
* Include it in your BIO if you speak
* Complimentary businesses
* Other websites similar to yours

SEO – Link Building

**Directory Listings**

List your business on the following directories to improve how your company ranks with search engines.

What are some of the most relevant places for you to advertise online:

* Google search ads
* Ads on specific websites
* Blogs
* Facebook
* Linkedin
* YouTube
* Online Television
* Twitter

How can you best target your ads?

**Advertising Copy**

How can you drive clicks to your ads? Do you have a special offer or a compelling reason to drive people to click on your ads.

Can you leverage your call to action (free special report, consultation, etc) in your ad?

Online Advertising

What ***useful, interesting*** and ***valuable*** content can you share in an email newsletter?

* Information
* Coupons
* Deals and discounts
* Promotions
* Announce new products
* Tips and tricks
* Expert information

Can you leverage content from **publishing** or other social media content in your newsletter?

How often do you think your audience would be open to receiving your emails (note there is no single correct frequency)?

Email Marketing

**When creating your email marketing campaign consider the following:**

* What subject lines will convince people to open your email
* Include your branding in your email
* Let people opt-in to your email directly from your website
* Can you provide an incentive for people to subscribe to your email
* What are your email marketing goals
* How often can you prompt for a direct sale with a special offer
* What value is your email marketing providing people with
* Use an email marketing provider (like Constant Contact) to make sure that you comply with legal requirements for email marketing
* People have to opt-in to your email campaigns (you can’t just add email addresses legally)
* Ask your existing contacts if they would like to receive your new email newsletter

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**Do you have any processes or work-flows where you can leverage auto-responders?**

Connect analytics to your website. You can connect Google Analytics for free.

**Visitors**

* How much traffic do I get?
	+ Is it increasing?
	+ Is it returning visitors or new visitors?
	+ How many visitors are unique?

**Visitor Quality**

* How long are people on my site?
* How many pages do they view?
* Do they go to my “call to action” pages/buttons?
* Do they convert?

**Traffic Sources**

* Where does your traffic come from?
* What social sites are sending traffic to your site?
* How high quality is each source of traffic?
* What search terms bring people to my site?
	+ How high quality is the traffic from each search term?

**Site Effectiveness**

* What pages are the most visited?
	+ How much time do people spend on each page?
* How effective are my pages at driving action?

Analytics

What are the primary mobile opportunities for your business?

**Is your website mobile viewable? (check on multiple devices)**

**Can mobile consumers easily get the information they need on the go?**

**Location-Based social networks (e.g. FourSquare, Facebook Places)**

**Mobile Ads**

**Mobile Applications**

**SMS/Text Messaging**

**Other (be creative!!!) How could mobile enhance how people interact with your business?**

Mobile



**NOW TAKE ACTION!**

Now that you have a plan and have taken the time to write down your best ideas – develop a specific plan for how you can take action!

Prioritize your ideas!

* Which ideas will give you the best results
* Consider how much time and resources each action item will take
* Based on a cost/benefit evaluation, place your ideas into 3 buckets:
	+ Things I can do now (within the next 3 months)
	+ Things I can do soon (within 3 – 6 months)
	+ Things I will do later (within 6 months – 1 year)
	+ Things I would like to do eventually (not sure when)
	+ Things I’m not going to do

It is important to keep all of your ideas for future reference, but prioritize the items that will get you big results FAST!

### About the Author:

### Krista Neher

### Krista Neher is the CEO of Boot Camp Digital, a bestselling author and an international speaker. As the CEO of Boot Camp Digital Krista has trained thousands of marketers and businesses on how to harness the power of social media to grow their business. Krista has over 10 years of marketing experience and has worked with companies like P&G, Macy’s, GE and the United States Senate.

### Krista is the author of the bestselling Social Media Field Guide and a co-author of a leading textbook titled: *Social Media Marketing A Strategic Approach.* Krista also created one of the first accredited social media certification programs.

### Get Your Social Media in Shape.

### Do you want to stay up to date on the latest in social media?