



Website optimization



Informative

blogging

OUT *with the* OLD IN *with the* NEW

story by **BETHANY FOYT** | illustration by **DAVE SWANG**

The well-known saying “out with the old, in with the new” doesn’t apply to your marketing strategies. In fact, it’s important to incorporate your new ideas with current ones in order to create a cohesive presence. So before you throw anything out in the New Year, let’s take a look at how a certain marketing equation, including old and new ideas, can give your company a voice you probably didn’t know was there.

OLD

It’s an absolute necessity to have a website in order to do any type of business. Consumers begin the research process online for more information, and it’s essentially where the business relationship begins. According to HubSpot, 78 percent of Internet users conduct product research online, meaning your website is a prospect’s first impression. And according to MarketingProfs, 80 percent of B2B professionals say their company website is not performing to its maximum lead-generation potential.

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NEW

In addition to the necessity of your website, blogging adds more to your online presence and if you don’t have a presence in the blogging scene, it may be more difficult for you to gain the trust of potential prospects. Buyers want to be educated, not sold to, and blogging is an effective way to share your knowledge. Not only is it a platform for relevant and fresh content, but it’s also favored by search engines. HubSpot says, “Blogging is without a doubt one of the most important assets to any inbound marketing strategy, and it’s a perfect complement to your website.” (See Hubspot’s research on next page, Figure 1)

Sure, blogging is another way to be seen online, a way to show off your expertise and influence your readers in one way or another. However, many seem to forget that it's the perfect way to drive traffic back to your website.

Keywords are essential for both

your website and your blogs. Combine the two, and search engines react. When you have their attention, then it's like taking candy from a baby...that is if your website is optimized with strong call-to-actions and contact-grabbing forms. Even if you have the perfect mix, you should keep in mind what you want your online followers to do. How should they connect with you?

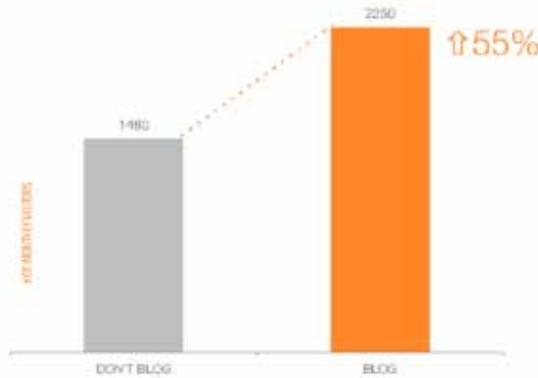
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NEWER

Blogging is a platform for fresh, informative, and in-depth content, but how do you get noticed among the millions of other bloggers out there? ComScore reports that 73 percent of the total U.S. Internet population is reached by Facebook each month. Your prospects and customers are on social media sites such as LinkedIn (33.4 million visitors per month) and Twitter (27.0 million visitors per month). And if you're not, then you're missing a huge opportunity. Social media is a non-threatening place to interact and engage with those interested in what you have to offer. It's also a great place to learn more about you as a company. Today's consumer is much savvier than before. They have loads of information at their fingertips, and they know how to use it to their advantage. Give them a reason to trust and follow you by leveraging social media sites.

By bringing social media into the mix, you make it easier for people to find you. The more places you have a presence, the more people you reach. Simple, but true. And if you follow a schedule and stay active, you have a better chance of success. Social media posts are an easy and effective way to drive more traffic back to your website and blogs through short, to-the-point one-liners. It's also a great way to position yourself as an industry expert. By linking to resources that you create, your followers will gain respect for what you do in the industry and will likely go to you when they're ready to make the next step.

Companies that blog have
55% more
website visitors.



SOURCE: HUBSPOT, 2010

HubSpot

Figure 1

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NEWEST

According to Forrester Research, posting videos on your website increases the likelihood of a front-page Google search result by 96 percent with proper page optimization. Video

is the next wave of online marketing strategy. What's great about video is it's easy to incorporate into all your other online marketing components. You can post or embed a customer testimonial video on your website, post a two-minute demo that correlates with one of your blogs, or share a relevant or interesting video on your social media profiles. Video is everywhere, and it's time to leverage it as a marketing tool.

Layering your multi-media strategy with video puts you just one more step ahead of the competition. Video on your website gives you greater credibility and allows prospects to quickly get to know who you are as a company. If you have video of your customers talking about how great you are, well, how great is that? Video in your blogs confirms your original point, engages your readers, and simply makes you that much more interesting to follow. Readers are more likely to come back if you give them something to come back for.

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AWESOME MARKETING CONCOCTION

Website optimization, informative blogging, social media strategies, and video. It may seem like a lot to manage, but when these components work in tandem, the ultimate marketing reach is created, giving your company's voice MORE volume.

As you can see, there is much you can do with old and new marketing strategies. The greatest thing of all about these new components is they're all cost-effective! Your 2012 budget won't take a huge hit if you have this awesome concoction in place for your marketing. 🌟

Although some of these new ideas are free, they do take time; time that some businesses just don't have. For help with initiating these new marketing ideas such as blogging or social media strategies, contact The Partner Marketing Group at info@thepartnermarketinggroup.com or 605-574-9432.