

Key Component for Your Marketing Strategy

by Deborah Chaddock Brown

GM, the third largest advertiser in the US, announced in March that HALF of their three million dollar advertising budget would be moved to the online arena over the next couple years.

\$1,500,000 in online advertising.

That's a lot of clams. There is some debate as to whether or not their strategy for how they'll spend the money on the web is the most beneficial use of their dollars – not that they are spending it on the web, but HOW they will advertise on the web.

But the bigger point is that the Internet is now viewed as a critical component to the advertising strategy of one of the largest advertisers in the US.

How does the Internet play into your marketing/branding/identity strategy?

Do you have:

- * Regularly updated website
- * Pay-per-click ads
- * SEO key words for organic search results
- * E-mail marketing campaigns
- * E-commerce
- * Blog
- * Articles
- * Press Releases
- * Newsletters
- * Podcasts
- * Comments on industry blogs
- * Directories like YellowPages.com, Local.com, etc.

Here's one I hadn't thought about before: Book reviews on Amazon! When you review a book, movie or item from Amazon, you have the ability to leave your name and URL – which adds to the information that can be found about you and your company, solidifying your expert reputation on the Internet.

Last month I talked about the value of writing articles and submitting to online resources to enhance your expert status.

The Internet isn't going away and whether we have a small Mom and Pop location catering to the needs of a single community or a global e-commerce business, the Internet is only going to increase in its importance when it comes to spreading the word and reaching potential prospects.

So what is your marketing strategy for the Internet? For the latest in Internet Marketing news, check out MarketingVOX.com. Need help creating an effective online marketing strategy? Call me. Let's get started. 330-414-8792.

Photo Courtesy of Current.com.



Cool Tools

There are some amazing tools on the Internet. Here are just a couple that I've found in the last month:

Effective Headline Analyzer. (www.aminsti-tute.com/headline/)

Headlines that grab your reader are critical if you are going to reach your audience and increase your search response. This cool tool allows you to input up to 20 words and learn the likelihood that it will reach your reader.

Example. I started this month's main article with the title: Is Online Advertising Part of Your Marketing Strategy? It scored a 37.5%. (The goal is 50-70%)

I tried What is the Key Component in Your Marketing Strategy which scored 33.3%

Then I tried: Key Component for Your Marketing Strategy which scored a 50%.

For more thoughts on headlines, check out my blog post. (www.websitespeople.read.com)

How Readable Are You? (www.criticsrant.com/bb/reading_level.aspx)

Check out this tool that determines the reading level of your website or blog. Is it important to use big words and show off your vocabulary or can you communicate just as effectively with simple, direct text? What grade level is the best for effective communication?

Where's Deborah Speaking Next?

April 23 Cuyahoga Falls Chamber of Commerce

"Earning Customer Loyalty"

May 1 Business 2 Business Expo, Solon

"30 Marketing Tips in 30 Minutes"

118 W. Streetsboro, Suite 144
Hudson, OH 44236
330-414-8792
www.allwriteink.com
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