



Why? What? Who? Where? When?

Get answers to some of the most commonly asked questions about Internet Marketing Strategies.

The 5 W's Approach to an Internet Marketing Strategy:

Why, what, who, where, and when; these 5 main areas to consider when thinking about establishing or implementing an Internet Marketing Strategy. These 5 issues will help you focus on the specific needs of your individual project and the best approach for getting your message to your target audience.

The 5 issues are:

- ❖ Why consider an Internet Marketing Strategy? (What purpose is it going to serve? What are the goals or outcomes expected?)
- ❖ What is needed – basic or advanced service? (And, that also means what kind of budget is there to work with? Are you marketing a company, a specific event, a specific product?)
- ❖ Who offers the necessary services? (Companies offering Basic or Advanced, as well as third-party vendors who might support an over-all plan like ShoppingCarts, eNewsletters, etc.)
- ❖ Where should it be focused on? Where can the target audience be found? (Do you know where your customers are or do you need to seek them out? Is it a broad target or very specific group? Do you have an existing database of people to market to or do you want to build a database of people?)
- ❖ When should it be done? (What is your timing like? Is this a long-term Internet Marketing Plan? Is it an annual event or a one-off?)



Why should I be considering an Internet Marketing Strategy for my business or event specific website?

The basic answer to this question is “success”. As the old adage says, nobody plans to fail – they fail to plan. A solid Internet Marketing Plan can help ensure the success of an event or even improve your company’s customer base or relationships.

For an organization a solid plan can assist in:

- Building clientele
- Brand recognition
- Community awareness
- Positioning within ones industry (become a thought-leader!)
- Potentially increasing revenue
- Creating a community or movement around a particular cause or issue that your company or group supports.

Internet marketing strategies tend to be a lot more fluid and fast moving (both in implementation and in adjustment) than traditional marketing plans. This may allow you to market your event or services to a wider audience segment and more quickly than traditional marketing methods. However the best possible option is to blend your Internet Marketing Strategy with your over-all marketing plan – allow each approach to support and encourage the other.

Internet Marketing can in many cases be a lot more cost effective. With a wide range of potential marketing possibilities focused more closely to your target audience than traditional marketing in print/radio/television. Although an Internet plan can also be a huge support to traditional plans allowing you to purchase smaller ads or shorter segments while directing your audience to the website for more detailed information that they can ponder and digest as they see fit. Even the evening news now sends its viewers to its website for more details on a particular story or for more contact information, etc. One of the best tried and true methods for marketing your Internet presence is still good old-fashioned visibility – get your domain name in front of as many eyes as possible which means it should appear on all of your print or packaging materials as well (business cards, newspaper/magazine ads, flyers, brochures, sign-up forms, etc.).



Think of the Internet in terms of dog years, 3 months online is similar to 1 full year in the real world. Online marketing has the potential to reach a lot more people in a much shorter period of time than traditional marketing approaches.

What does my business or event need - a basic or advanced level of service? And, what are some of those options and the general costs involved?

Basic Search Engine Optimization consists of making your website as “friendly” to the widest segment of search engines possible. This is done by making sure that the website is built to the best possible Internet standards, giving it a relevant description to be used by search engines and directories, researching and implementing a list of appropriate key words and phrases to be well seeded throughout the websites content. It also includes adding your website to a variety of free directories, portals or directory services specific to your business, and submission to the top 5 search engines. The cost for this basic service is generally around \$1,200.00 to \$1,500.00 for a website of up to approximate 10 pages. This level of Internet Marketing is suitable for websites that do not have an eCommerce component (nothing being sold whether its products, tickets, books or anything) and for sites that have a goal of steady growth moving forward as opposed to wanting or needing to rapidly increase traffic. This is not as effective for event-based websites unless there is considerable lead time (6 months) prior to the event.

Advanced Search Engine Optimization services include many of the above services but also focus on link building strategies, paid inclusions in specific search engines, cost-per-click campaigns, advice or support on possible banner-ad campaigns, ongoing reporting, reciprocal link campaigns and ad copy design. The costs for an advanced package generally starts at approx. \$7,000.00 and can increase based on ad requirements and length of reporting services. There is also generally ongoing monthly expenses for ad budgets which are negotiated on a case by case basis but usually have a minimum of \$500 allocated per month. The advanced level of services can give you dramatic increases in traffic in a short period of time and just how dramatic may be impacted by how much you’ve been willing to allocate to the advertising budget.

Clearly that is a wide range – between \$1,200.00 for basic and \$7,000.00 for more advanced packages. Typically smaller Internet Marketing companies will be more flexible and can work to develop a refined budget that lands somewhere in



the middle of that. The larger companies typically are starting off rather firmly at around the \$7,000.00 mark.

Who offers these services and how do I make this all happen?

BlissfulGirl Productions offers the basic level of services as well as potentially customizing a plan that includes the basic level as well as basic cost-per-click campaigns or eNewsletter marketing campaigns as well. There are other small to mid-sized firms offering similar services or over-all Internet Marketing Strategies as well, such as:

- ❖ Misci Marketing Group www.miscigroupmarketing.com
- ❖ Creative Wonders www.creativewonders.ca

There are several companies who specialize in Internet Marketing specifically. One of the best local companies is 6S Marketing, www.6smarketing.com. Others include:

- ❖ Invoke Media www.invokemedia.com
- ❖ Think Profits www.thinkprofits.com
- ❖ Real Profit Solutions www.realprofitsolutions.com

BlissfulGirl Productions has worked directly with Misci Marketing Group www.miscigroupmarketing.com, Creative Wonders www.creativewonders.ca, and 6S Marketing www.6smarketing.com so if you have any questions about their specific services or would like some contact information contact Adele at adele@blissfulgirl.com for a reference or introduction.

Most design or development companies will offer some degree of service in this area or partner with another company that specializes in these services. So typically you can get a quote included in your website budget if your project is starting anew website from scratch or you can even go back to the company who built your website in the first place and ask for a referral for services.

Regardless of who provides you with this service, they will all start with a consultation wanting many of the questions we've been considering here answered. By thinking about these things now you're already one step ahead of the game.



Where will my Internet Marketing be most effective?

The best way to answer this question is to know your target audience.

You can be as broad or as detailed as you like, but if you have some knowledge about who it is you want to respond to your efforts then it will be possible to point your Internet Marketing efforts directly at those groups. It can be as broad as women 25 and older or as specific as librarians who specialize in legal library services. The key is knowing who you are after because an important part of any Internet Marketing Strategy is determining where the people who want or need your services will look for you. Where will they want to find you and where can they be found. There are a lot of communities online and there is generally something specific to every topic you can think of.

It's great for your website about a workshop for yoga instructors in Vancouver to be listed in Google, even better if it returns fairly high in the search results when someone searches for "yoga instructor workshops" but the best possible result would be to have your website in the links section of any one of the 45 FaceBook groups dedicated to yoga instructors. Now those groups may not be specific to your location – so not all 45 are for Vancouver yoga instructors but at least some portion will be. And, that community may also be able to steer you in the right direction for more localized groups.

It's also good to remember that it is about eyes – the more often you can get your websites URL in front of people the more you will improve your results. This means making sure that on and off line campaigns support each other. Any time the project/company/event is mentioned in print or any other sort of promotion, then so is the website.

For example, BlissfulGirl Productions recently had a client who appeared on a local health news broadcast on the radio. Up to that day, their health related website had only received a handful of sign-ups for her eNewsletter database that she wanted to build. One 3 minute interview on the radio where they managed to mention the website's URL several times in the course of the conversation resulted in almost 500 sign-ups to their database in a single day.



When do I need to take action?

The more lead time the better – both in terms of the final results, but also in terms of how much you may have to invest in order to achieve those good results. For the sake of argument, we'll use a website that would be promoting the yoga instructors workshop that was mentioned previously. If this is an annual workshop that always takes place the third week of November then the time to start the Internet Marketing Plan for the November 2008 workshop is the fourth week on November 2007. While the tangible advertising like print ads, online banner ads or maybe radio or TV spots may not really kick in until 6 months or much less before the event, much of the planning and ground-work can be done leading up to that point.

The Internet Marketing Plan in the first 6 months would include all of the strategic planning necessary for the plan, research on third-party vendors for any services required for the website to either stay with existing services or upgrade to new ones, any graphic design work or specialized production or programming work for the website would be accomplished during this period and any updating or upgrading of the search engine optimization of the website would also take place at this time. That might include researching keywords for upcoming cost per click campaigns, or searching out new yoga communities online where your advertising dollar will go furthest or where your Internet Production Specialist can take out a membership to promote the project directly to the community. You'd also be building the over-all database for the workshop at this time so that during the 6 months leading up to the November workshop you could be actively engaging people interested in your workshop with eNewsletters about the event or the facilitators or maybe eVites for early-bird registrations, special discounts and things like that.

The point being, that the longer lead time you can give to the project the greater likelihood of a successful Internet Marketing Campaign.

If, this is a static project – so say a corporate website for your company the lead time is less of an issue. The bigger factor is understanding the time it can take to gain and measure results. A solid Search Engine Optimization campaign for a website will likely run at least 6 months. In the first month is research, implementation, link building and ad words or cost-per-click campaigns. The following months are devoted to measuring and tweaking the ongoing results in order to continue to grow traffic to the website and positioning within the search engine results for the key words or phrases specific to that company.



This is not to say that in either case strong results can't be achieved in a short period of time – they can. However, you will typically see a higher cost associated with online advertising and paid directory submissions necessary to build traffic quickly over the short-term.

No matter what approach you take to your Internet Marketing Plan – whether it is for your business or for a specific event or campaign – do some careful planning. Don't leave it all to the last minute. If at all possible, engage someone who can act on your behalf to navigate the various third-party vendor's and services that will need to be researched, organized and managed through out the life of the project.

If you have any questions or would like more information on this topic, please contact Adele Kirwer of BlissfulGirl Productions at adele@blissfulgirl.com.