



# Catch Clients in your Business Web

Learn@Lunch

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# How to Catch your Clients



- Business Website
  - Search Engine Optimization – SEO - Google
  - Other Search Ideas
    - Images
    - Video
    - Press Release
- Email – Automatic Prospecting
- Twitter – Deals Deals Deals
- Social Media Marketing

# Internet In Alberta



- Rural Alberta

  - Just Getting High Speed

    - Wireless – Towers
    - Satellite Internet is the Future

- Opportunity is Growing for Business

  - Better Tools
  - Cheaper
  - Return on Investment -- POSITIVE

# Internet World Today



- **World Internet Explosion TODAY**

- Internet Population

- Most Popular Websites

- Google Zeitgeist

- EBay Pulse

- Classifieds – Growing in popularity

- Kijiji Business Use? YES

- Craigslist Business Use? YES

- BuySell.ca Business Use? YES

# How do People use the Internet?



- Simple Everyday Tasks
  - Chat / text
  - Google / Yahoo Search
  - Order Pizza
  - Hours of business
  - Maps / GPS / Locations
  - Web via Cell / Smart Phones
- **Your Business Needs to Be on the Internet**

# Business Website



- Where is your Website?
- Can Anyone Find your Website?
- Can your **Customer** Find your Website?

e.g.

Calgary Copywriting Service

# Website Search Focus



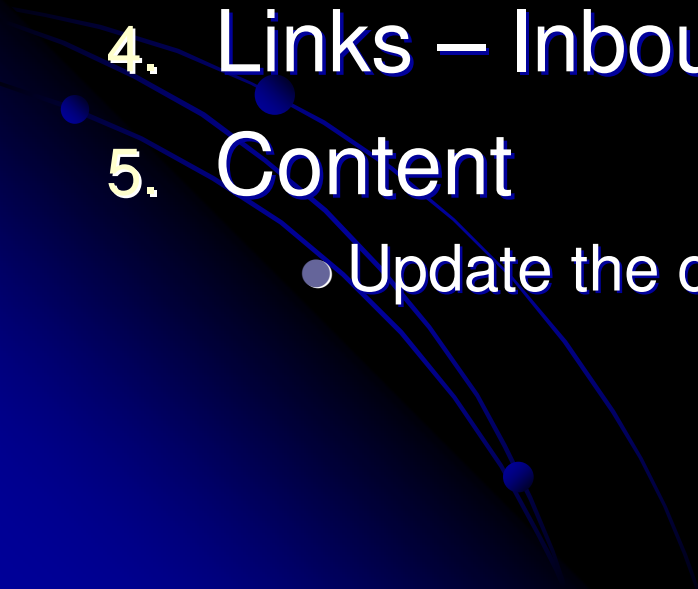
Direct  
Search

Local Search

Broad Search

# Top 5 SEO Tips



1. Clean uncluttered – well organized site
  2. Good page titles and file names
  3. Effective Meta Tags
    - Description & Keywords
  4. Links – Inbound with good wording
  5. Content
    - Update the content regularly
- 

# Website



- SEO - Search Engine Optimization - very important
  - Use text rather than images where ever possible
- Continually add content
  - great for search engines to pick up and find your site
  - also shows your expertise when people look through your site
- Links to your site
  - Quality websites
    - Government, Associations, etc
    - Centre's of Influence
  - Online Directories
    - Relevant to your topic or industry
    - Local

# Other Search Ideas



- Use Pictures and Images
  - Not direct search
  - Builds brand and depth of knowledge
- Videos
  - YouTube
  - Great way to convey knowledge
- Press Release
  - Good Search Engine Visibility
  - Search News – More Common

# Business Website

## What's Important?



1. Credibility is First Priority
2. Location / Contact Information
3. Product / Services Offered
  - Easy to find what they need

# Designing a Website



- Online Brochure
- Less than **5 SECONDS** to make an impression
- Make them take action
  - offer them something
- Content important
  - COPY is important – well written
  - Keep it Fresh
  - Demonstrate knowledge

# Internet Advertising



- Banner Advertising
- PPC – Pay Per Click
  - You Pay when People click on your Ad
- Online Directories
  - Local
  - Industry Specific
- Create a Blog

# Email Marketing



- Highly Efficient
- Simple tools that can automate the process
  - Sign up automatically on website
  - Send out emails automatically
- Easy to create a list and communicate with your customers

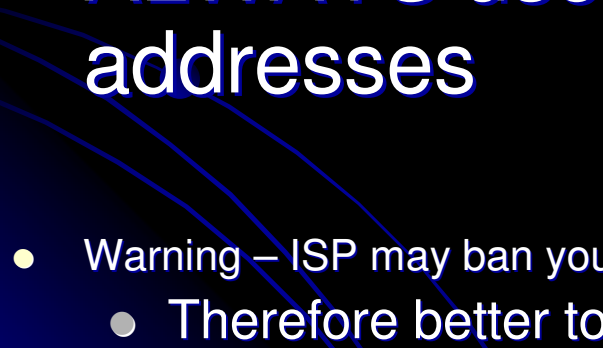
# Email Examples



- Learn@Lunch Website
- Corner Gas – I get an email everyweek
- HP – Sends out info about technology
- Staples / Office Depot
  - Deals and Biz tips
- Future Shop - Deals

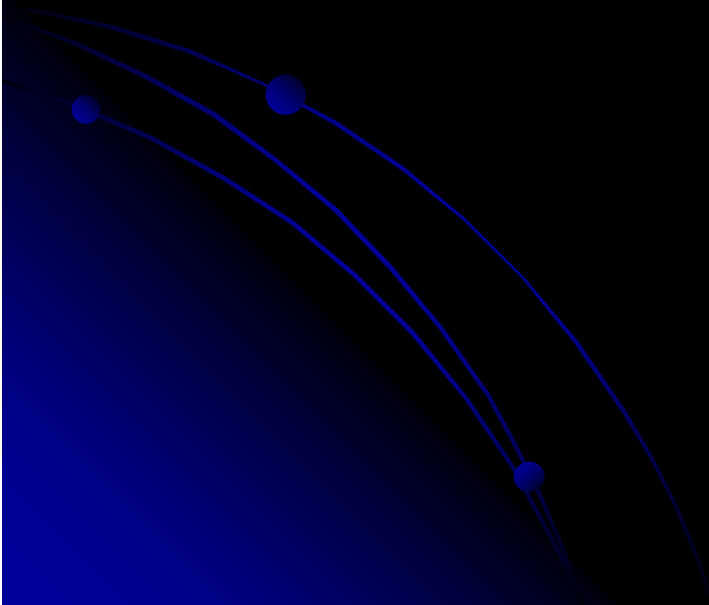
# Email Marketing - Outlook



- Get started – can use outlook
  - Gather names and emails From Website
  - Send out information on new products, sales, or just to keep in touch
  - **ALWAYS** use BCC – hides other email addresses
- 
- Warning – ISP may ban you or ??? If too much or complaints
    - Therefore better to get a program / service to do it for you.
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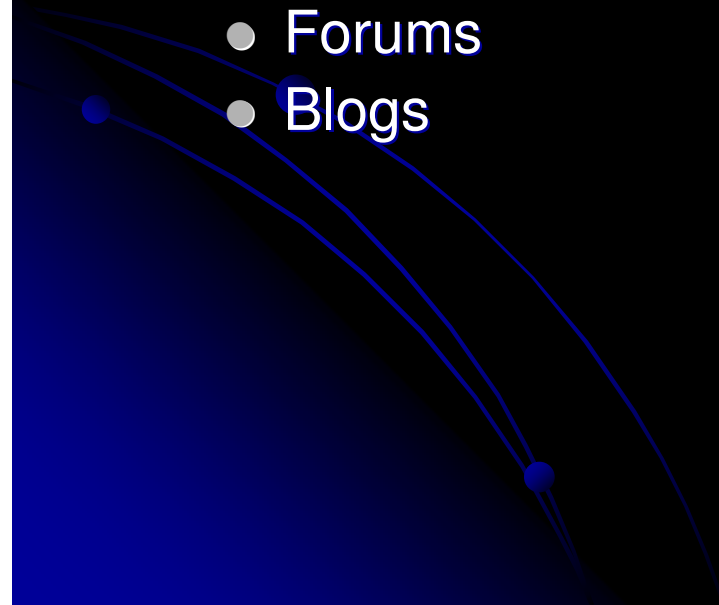
# Twitter – What's a Tweet



- Dell Computers
  - Medicine Hat Classifieds
  - Alberta Jobs
  - Real Estate
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# Social Media Marketing



- Building / Sharing in Online Communities
  - Exchange views on common interests
  - Web communities allow members with special interests to exchange views
    - Social communities
    - Work-related communities
    - Forums
    - Blogs
- 

# Web 2.0



- Web 2.0 – Two-Way Communication
  - Social Sites
    - FaceBook
    - LinkedIn
    - MySpace
    - Twitter
  - Blogs – business related
  - Help / Support options – live – computer generated

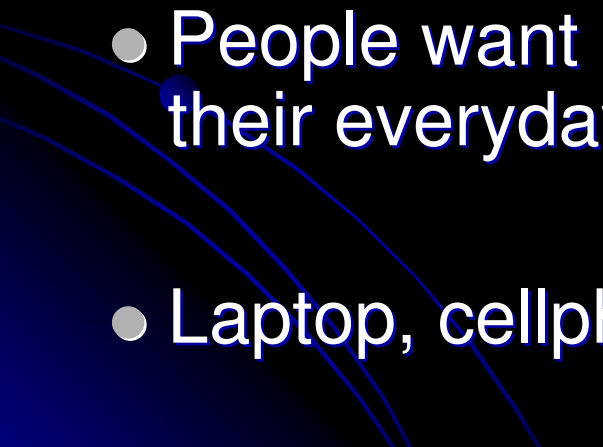
# Social Media Marketing



- Key is Build a Relationship
- Way to get to know your customer
- More personal than other marketing
- Just like offline – interacting at a business function
  - Etiquette rules apply

# Promise and Challenges of E-Marketing



- The Continuing Promise of Internet
    - The question is “**HOW**,” not “whether,” to deploy Internet technology
    - “**Local**” focused approach is best
    - People want information at their fingertips for their everyday lives
    - Laptop, cellphone, iphone,  
→ **What Next?**
- 



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