

# DIGITAL MARKETING

Online and Mobile Marketing



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# Marketing Your Business Online

If you are not already marketing your business online, it is time to start. Although there are a few exceptions, just about every business can benefit from online marketing. There are only so many advantages to this type of marketing. First of all, it is incredibly affordable to market your business online. Other advantages to marketing your business online include the ability to reach a large target audience, the ability to reach potential customers all over the world, and the ability to customize the marketing for different sectors of the target audience.

The affordability of Internet marketing is one of many reasons why many business owners are turning to the Internet for advertising. Advertising online is incredibly affordable, especially when you consider how many potential customers a business owner can reach with an online marketing campaign. Most methods of online advertising are quite affordable, and some of them do not have any direct costs. For example, you may choose to market your business online by participating in industry forums and posting links to your website whenever it is appropriate to do so. In this case, the cost of creating and maintaining the website is insignificant in comparison to the number of potential clients you could reach through online marketing. Additionally, the costs associated with posting links to your website are incidental. You could consider the cost of having access to the Internet as part of the cost, but you most likely require Internet access for other reasons as well, so it is entirely worthwhile.

Reaching a large target audience is another very worthwhile reason for marketing your business online. You may have spent a great deal of time and energy doing market research and determine who your target audience is. You may have also spent a great deal of time trying to figure out the best way to reach this audience. This is a very sound marketing principle, but as it applies to marketing on local television, radio, and print media, it only allows you to reach a limited audience. However, when you take your marketing to the Internet, you automatically drastically increase your potential target audience because you now can reach members of your target audience around the world.

This ability to reach customers around the world is another significant advantage of marketing your business online. Regardless of where you live and operate your business, you can reach those who have an interest in the products you sell or the services you provide, no matter where they live. This makes it possible for you to do business with customers around the world.

Likewise, the fact that the Internet is available 24 hours a day is also very beneficial to those who choose to market their products or services online. Shopping for products and services in person can be very difficult, especially for individuals who work long hours or those who work unusual hours. These working conditions make it difficult for these individuals to do business and make purchases of products and services they need during regular business hours. However, business owners who have an online presence are much more convenient because, unlike stores and calling centers, the website never closes. This convenience gives potential customers the ability to view products and services, compare these products and services to the ones offered by competitors, and make a purchase at any hour of any day.

If you are a business owner who is reading this article, and you do not already have a strong online presence, you need to start learning more about the world of Internet marketing immediately. This is so important because if your competitors are marketing online, you may find they are gaining a steady advantage and are becoming more appealing to potential customers. Before too many of your potential customers become loyal customers of the competition, it is time to start figuring out how you can market your business online and keep up with the competition.

## Internet Marketing for Beginners

Internet marketing for beginners is somewhat of an oxymoron. This is because while in theory, the concepts behind Internet marketing might be quite simple, executing effective strategies can be extremely difficult. This can even be tough for those who are quite experienced in the world of Internet marketing. With this in mind, this article will attempt to explain the concept of Internet marketing for beginners. It will outline some basic strategies which can help a business owner to launch his own Internet marketing campaign. We will cover concepts such as creating a website, placing banner ads, sending out e-newsletters, orchestrating an e-mail marketing campaign, and optimizing your website for search engines.

One of the essential steps for starting an Internet marketing campaign is to create a website. If you don't have a website or have a poorly designed website, you should consider creating or re-designing a website to market your products adequately. If you do not have experience in web design, several software packages make it simple for those with no design experience to create a functional website. However, hiring a web designer is worthwhile because he can work to create a website that is attractive, functional, and suitable for your products and series. He can also help you include more advanced features on your website.

Banner ads are another popular option for advertising your business on the Internet. Banner ads are advertisements that typically appear along the top of a website, but it may also include smaller ads in other locations. Banner ads usually include graphics and text, which entice Internet users to click on the advertisement. Once a user clicks on the ad, they are directed to your website. This type of advertising can be very useful when care is taken to place the advertisements on high traffic websites that attract an audience who may have an interest in your products.

Sending out e-newsletters can also be a part of an effective Internet marketing strategy. E-newsletters are essentially e-mails that may contain a variety of information, including informative articles, useful quizzes, relevant advertising, or any other information which is deemed worthwhile for the recipients of the e-newsletter. The importance of these newsletters is that they can be used as marketing tools that are not viewed by the recipients as an advertisement. One way to do this is to incorporate links or other soft sale approaches into a copy of the e-newsletters. However, care should be taken to keep these references minimal, so the e-newsletter is not viewed as spam.

E-mail marketing campaigns can be another successful aspect of an Internet marketing campaign. E-mail marketing mainly involves sending out e-mails to a group of individuals who may be interested in your products and services. Care should be taken in sending out these e-mails to avoid sending e-mails that are unsolicited and will be viewed as spam. One way to do this is to only send out the e-mails to users who have requested inclusion on an e-mail mailing list. Another way to do this is to provide value in the e-mails as opposed to just including advertisements. This can be done by offering relevant advice in your e-mails and other useful information which may be of interest to the recipients of the e-mail.

Finally, optimizing your website for search engines is a critical aspect of an Internet marketing campaign. Search engines rank websites according to quality and relevance for particular search terms. Many Internet users appreciate the effort by search engines and use these search engines to find the best websites on a specific subject. This means the Internet users are likely only to visit websites which rank well with search engines. Therefore if your website is not high ranking, you are not expected to generate a great deal of traffic from Internet users who use search engines to find relevant websites. Top ranking websites are likely to obtain the most traffic from search engines, and all websites falling on the first page of the search engine results will likely enjoy some degree of success in improving their traffic.

## Mobile Marketing

### Here are 4 Keys to be found on Mobile Marketing

#### **BE FOUND:**

Make use of Google Place and Facebook. Set up your Facebook page and claim it. Also, do the same with your Google Places page. This makes your profile visible. This helps gain popularity. There are many listings you can claim for your business, but Google Places is the big one. It helps with expanding your online presence. Google Maps defines your location.

#### **BE RELEVANT:**

Relevancy is always a key factor for any purpose. So, you should make use of “AdWords.” Google AdWords helps you determine only the relevant and accurate locations. It enables you to target specific areas accordingly. You can create an AdWords campaign to target your local business. All marketers and customers use the Internet on their mobile devices because mobiles are always on hand.

### **BE LOCAL:**

Always localize your copy and run location-specific ads. For example, you are an accountant, and you have your office in Jaipur, Rajasthan. So do not just target Jaipur; run two different campaigns, one targeting Jaipur specifically and one targeting Rajasthan specifically. Don't stop at only targeting by location. You should link the copy in your ads and the web pages to a specific location, too – like ads that would say, “Click here to see what's new..,” “Our client's voice..,” etc.

These ads will link to your website where your benefits and positive points are displayed.

Feedback and testimonials should also be included. Remember, there should always be a “call to action” on your website.

### **BE MOBILE:**

Make your website mobile responsive. It can be easily viewed on mobiles when people search for you. It's easier to watch and interact on mobile devices.

You should be more active in the mobile revolution. The version should be so responsive that it gets automatically displayed on smartphones and other mobile devices. So, once you take the steps needed, your site will be easily accessible on smartphones. If your website is made on WordPress, then you just need to install a mobile theme.

## **5 Musts of Mobile Marketing for Small Local Businesses**

### **TEXT MESSAGE MARKETING:**

Whichever mobile or smartphone a user has, text messages always give exposure to everyone, even if they're busy on their phones 24x7.

The open rates for text messages are higher than with e-mail, because of their concise nature. If a person knows that it's an ad or a marketing message, then he will open it, because he knows that it won't be very time-consuming. You can go for discounts or free offers. Also, you can add a video for your promotion. Text message marketing is budget-friendly and perfect for small businesses

### **E-MAILS FOR MOBILE MARKETING:**

E-mailing is popular on mobiles.

For e-mail, you should be mobile-friendly, i.e., you should have a single-column layout, your content should be precise, characters should be within limits, and calls-to-action should be user-friendly and accessible.

### **FACEBOOK FOR MOBILE:**

A recent study says that 40% of Facebook revenue comes from mobile. You should have a Facebook page for your product branding. There are two modes: view in admin mode or view in public mode. The admin mode shows the whole page you created, but make sure that users do not see. The public mode indicates only half of your timeline on mobile. Always tag your photos with the location. Keep your updates short and precise. Facebook pages can also be used as a landing page for mobile PPC. Check out your page on Facebook Local Pages.

### **ADS ON FOURSQUARE OR YELP MOBILE APPS:**

Claim your business on Foursquare and Yelp. These are two major user-oriented websites that can make or break your success. Embolden your customers to check in on Foursquare. You can invest in FourSquare specials, too. FourSquare ads are very beneficial.



### **MOBILE SEARCH ENGINE OPTIMIZATION:**

The site should always be mobile-friendly, which is a critical factor for popularity today. Google has some guidelines for mobile-optimized websites, which include the use of videos and pages, not showing 404 errors. Always optimize your site for local SEO. Social media, loading speed, and optimized social share buttons are important, too.

## Get Social Media and Online Marketing for \$249 Month

### **Social Media Leaders Program Includes:**

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**Monthly Social Post Calendar**

**Social Media Assessment**

**Social Media 120 Day Plan**

**Startup consultation call**

**Profile Optimization**

**Post and Activity Guidelines**

**Email Support**

**Learn more**



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