



Web marketing concepts (CMW)

Class 9

The stages of inbound marketing

Just like for traditional marketing, inbound marketing demands planning and researches in order to develop tools to be used and results to be measured so approaches can be improved. Inbound marketing consist of attracting strangers, convert them into visitors, convince them to follow a call to action and then make them come back and become ambassadors.

Attract

Attraction is the first stage of web marketing, the opening end of the conversion funnel, consisting, to start with, into increasing the traffic of the web site. As it was explained in a preceding class, not only is it necessary to higher the number of visitors, but it is needed to generate good quality traffic.

Although being fundamental to web marketing, a web site and SEO alone aren't sufficient to reach success. You will need to study your segments carefully before choosing a channel and strategies, and you will then decide what, when and how to apply the chosen strategies (blogs, social networks, mobile applications, content strategy, etc.).

Attraction groups all efforts made in order to catch attention, to turn an Internet user into a visitor and get them to read your content.

Convert

Once Internet users has been converted into visitors, the following stage of inbound marketing consist into convincing them to read the content and getting them to act, whether it is to buy a product, ask for a quote or subscribe to a mailing list, for instance. Put simply, a conversion happens when a user positively responds to a call to action. Visits then become leads.

Once you caught your audience's attention with a promise and persuaded some users to visit your website, you need to

interest them and being convincing enough so they react according to your plans. This is where your content is the most important.

If your content doesn't match your promise, visitor will leave immediately. A high bounce rate will be an excellent indicator of such a situation. The reasons can be various such as bad targeting of your audience, bad content or simply pages that are too long to load. In such cases, it will be needed to study your segments again and/or to adapt your contents accordingly.

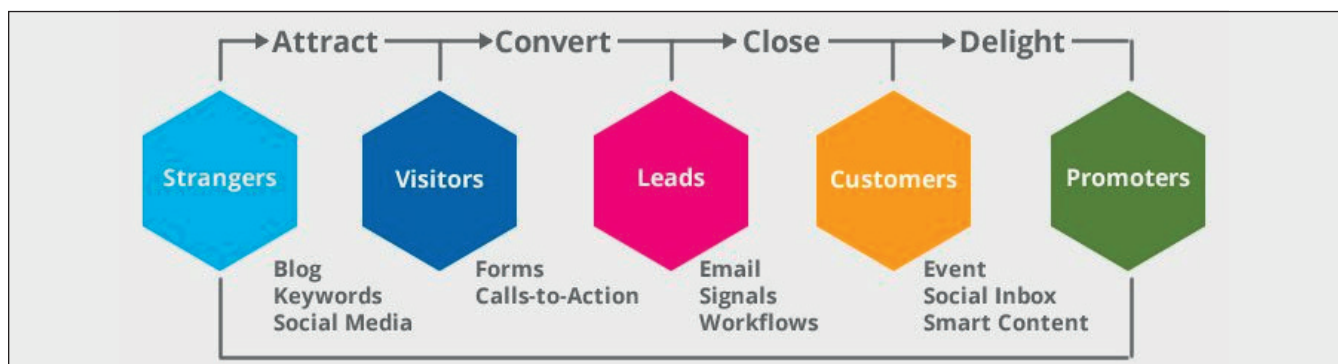
Close

Once users became visitors that were turned into leads, it is time to make them customers, the final goal of any marketing efforts. At this point, its the sales forces that come into play.

But all leads aren't ready to become customers at once. It is then necessary to nurture them in a constant and regular way, showing them examples of the benefits, etc. An e-mail campaign would here be very relevant.

Delight

Once your leads have become customers, don't relate to them using advertising type of communications. Think of user experience, help them, guide them, give them advises, make them happy of their choice so they become ambassadors of your products.



Five steps of an efficient web marketing

Step 1 : Create a strategical web site

A web site shouldn't just be a presence on the Internet and be limited into giving people informations, it should have a goal : converting visits into leads, visitors into customers.

Create a solid structure, with a great design and efficient strategically developed contents. Offer convenient retractions method and choose a good call to action.

Step 2 : Develop a SEO strategy

Once your web site has been efficiently created, make sure to use a great HTML semantic structure and apply the best possible well targeted SEO strategy which should be able to not only attract users to your web site, but to attract users whom are interested in what you have to offer.

Although your visitors will come from various sources, the traffic generated by SEO is the easiest one to convert into leads and customers.

Keywords are the secret here and you will most probably have to test different keywords strategies before reaching full potential. Google Adwords campaigns is a must at this stage.

Step 3 : Create regular relevant content

Web sites updated often send positive signals to search engines and get a better ranking, this is one of the reasons why new contents should be regularly created. Another one is that with new contents, you give visitors good reasons to visit a web site more often if not on a regular basis.

This is true for a web site, but also for any other tools you may have chosen to bring visitors (blogs, social networks, etc.).

Step 4 : Stay in contact with your segments

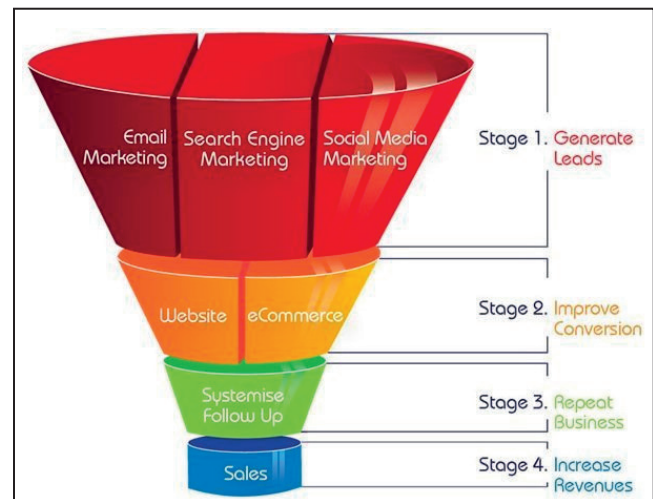
Social networks are an excellent way to reach potential visitors, but also to keep contacts with your leads and customers. They won't magically generate sales, but they will allow you to maintain an active bidirectional relation with your audience.

Step 5 : Develop an efficient e-mail strategy

Even if it is often viewed as an outdated form of marketing, e-mail campaigns remain a very useful and efficient tool when used correctly.

Automated e-mails can be used on different occasions (upon subscription to a mailing list, upon visiting a given page, after a purchase, etc.). They take none of your time and are excellent feedbacks which can be used for many other purposes such as giving more informations, promote a contest, etc.

E-mail campaigns offer all sorts of possibilities. They can be used to announce new content having been published on a web site, they can promote events, give tips and tricks, etc. Using different reasons at a strategical frequency, this allows you to keep contact with your audience and make them return to your web site, generating traffic and potential sales.



Social networks : Facebook

You might have heard that Facebook isn't as popular as it once been. This is somehow true, but it has to be put into perspective. The fact is younger people (let's say 18 to 30 y.o.) have moved to other social networks, principally *Instagram*. They haven't necessarily left *Facebook*, but they are a lot less active. Although, it doesn't mean *Facebook* isn't a big player anymore, on the contrary. It is simply composed of specific segments which exclude a big part of the young adults.

Professional pages and groups

Recent changes made by Facebook makes it more difficult to achieve natural reach within audiences. This is why it is important to create a commercial page. And since only a minority of users will accept to subscribe to commercial pages, it is a great idea to create topics groups (private or public), communities of all kinds users will subscribe to willingly.

Managing communities will make it possible for you interact directly with your audience, bring them to your web site when needed and to collect the groups contacts.

Establishing a barrier to gather data

Anything and everything can happen... What if Facebook's rules suddenly change? If you lose access to your account? If somebody takes controls of your pages and kick you out?

Your contacts and contents are caught within social networks structures. In order to make sure to keep all the contacts and contents that took a long time to gather, you must collect them so it can be used within your other marketing tools.

As a page administrator, Facebook allows you to ask up to three questions (up to 200 characters) to users upon subscription to your page (for private groups).

Users don't have to answer any of the questions to join a group, but the administrators and moderators may or may not allow access. Those questions are a good way to filter the audience, but it is rarely a good idea to be very strict here.

For sure, you will want to have the users e-mail addresses. Some people might hesitate or refuse to reveal this information when directly asked. You can always use a game or a contest so the e-mail will be used to notify the winners.

There are no internal system allowing you to export the collected data. You will have to rely on third party applications such as **Zapier** and **Groups Ninja** extension for Chrome.

These applications allow you, for instance, automated messaging and e-mails to your members.

Redirection to a landing page

Another good way to collect informations about your member is to redirect them to a landing page offering free premium content. Different strategies are possible to convince the users : contest, special offers and rebates, etc.

So, from a publication in the group, users are redirected to a landing page where informations will be gathered. This system also make makes it easier to convert users.

Facebook pixel is a JavaScript snippet which can be installed on your landing page making it possible to monitor users conversion. This way, you can organize specific campaigns for those of the users whom were not converted by a given campaign. Usage of tools such as **Bitly** can also provide useful informations.

The **cover image** is one tool that can be used. Although it is impossible to make it a link to your web site, you can still incorporate your web site's or landing page's URL in text. Since the text can't be selected to be pasted, URL should be short and easy to remember. However, the group's description allows an active URL. Make sure to use the same URL as on your cover image.

Using collected contacts

Once your contacts have been collected, use it as soon as possible in order to create an emotional connexion with your members. This can be achieved in many ways.

For instance, you can send one or two e-mails a month providing a link and short resumes of the group's most interesting discussions. It keeps members informed and generate visits to your page while making sure to keep presence in the members newsfeeds.

Advertising on Facebook

Whether we like it or not, Facebook remains a very important application for marketing professionals. It allows to target very specifically different audiences based on very precise criteria accordingly with various possible goals. But advertising on Facebook requires a strategy and the time is over when you would simply create a static advertisement that would show up anywhere a certain number of times.

Dynamic ads

Facebook dynamic ads are based on automated sequences of ads adapted to the targets, the goals and the context. Instead of using one simple ad being displayed randomly, there are different ads which will be displayed depending on the situation.

For instance, just like e-mail campaigns automated messages sending a welcome message to new subscribers, different ads will be sent depending on specific situations and audience's behaviours.

Example :

A user sees an ad and click on it. The user is redirected to a landing page promoting a product. Not interested, the user leaves. The day after, the user may see an ad about the product in the news feed taking in account the fact that the user already visited the landing page.

Another example :

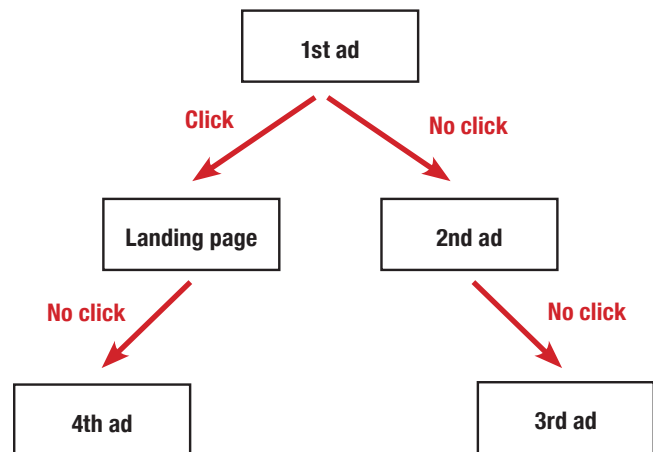
A user sees an ad in the news feed and doesn't react to it. A few days after, another ad about the same products shows up in the news feed, but this time, the ad is different in style and positioned differently.

Creating ads sequences

Producing ads sequences requires creativity and a lot of thinking and planning. The ads must distinguish themselves from other ads and from normal content and different scenarios must be created in order to react to different situations.

Be careful to always provide fresh advertising content so users don't get bored and annoyed.

You must first elaborate a decision making flow chart anticipating possible audience's reactions and respond accordingly.



In the preceding flow chart, an initial ad is produced and published. If there is no reaction, a second ad is published later, then a third one. If the user clicks and is redirected to the landing page with no positive reaction (no conversion), a 4th ad will be displayed.

These ads take in accounts the different types of individuals within the targeted segment, the fact that users visited the landing page or not and every aspects of marketing including the different benefits users may be looking for.

Each ad will have to be adapted. For instance, you won't say the same thing to someone whom never heard of the product and to someone who already visited the landing page without converting.

Users reactions can be voluntarily or automatically triggered. A user may choose voluntarily to click a link, or an ad can be scheduled to show a few days after watching a video for a certain time, or a e-mail can be sent after playing a game. Although, facebook don't supply all the tools, certain action requires the use of specific softwares.

Social networks : Instagram

Owned by *Facebook*, *Instagram* is presently the trendiest of social network: over a billion active users throughout the world. Its a little less than *Facebook* (1,4 billion), but 4 times *Pinterest's* number of users (250 millions) and way more than *Twitter* (68 millions).

Advertising on Instagram

Because Facebook is already cloaked with advertisement and older members aren't as active on social network than the younger ones, *Instagram* is a logical and cheaper choice when it comes to create an advertising campaign. Although, it is important to know how to do it well.

Instagram vs Facebook

Both networks uses the same advertising platform and it is possible to publish an advertisement on both network simultaneously. But there are significant differences with Instagram which are useful to know about:

- Instagram uses principally photos and videos while Facebook uses several shared medias.
- It is impossible to correctly layout text on Instagram (no paragraph, space or blank lines).
- The continuous text only function is to explain the visual content.
- Only a short part of the text is visible and users need to click in order to see the entire text.
- Links aren't active in text and those available are limited to the profile and to the ad (when applicable).
- Maximum length of videos is limited to 60 seconds.
- Stories are a big thing making it possible to broadcast anything (including ads) full screen.
- Although there is a desktop version is available (no advertisement on the desktop version), Instagram is a mobile app.



Creating an efficient Instagram ad

To be efficient, advertising on Instagram should look like anything but advertising. Make it part of the natural newsfeed and use the square format (unless you are using the stories).

If you are creating ads for the stories, make it different than those created for the newsfeed. As stories are full screen, use 1920 x 1080 format which is also well suited for mobile devices.

Although Facebook's ad manager allows you to publish the same ad on both platforms, it isn't very efficient. Put a little more time and create something especially for Instagram instead.

Writing for Instagram

Remember, only one or two lines of text are visible (approximately a hundred characters) and users need to click in order to see the entire text. It is then very important to produce a very powerful hook to create sufficient interest so users click to see more. Take no chances, and tell users to click the «More», the bio and/or the ad links.

To make it more breathable, don't hesitate to use points, special characters and smileys. This can make the text easier to read. Well used smileys give more power to your content and is part of Instagram's culture. Make sure to not overuse them, though.

Organizing a campaign on Instagram

Engaging your audience

At first, make yourself known before asking for anything. All you have to do is to create content to please your target segments.

Publish regular correctly identified sponsored content to the feed. Give solutions to problems, tips and tricks, etc. This should go on for 2 or 3 weeks and represent around 25% of your campaign's budget.

One way of testing for free is to post within your community which should most probably represent your targeted segment. For each post, monitor the number of likes, shares and comments in order to identify what kind of content produces the best results.

Creating interaction with your audience

Once your presence is well established, start creating low involvement call to actions, just so your audience starts interacting with you. You can ask for users to share their opinions on a subject or a product, for instance.

After a while of interacting with your audience, it is time to go further and to ask for their e-mail addresses in order to be able to communicate with them through other channels offering more possibilities.

Usually, to achieve this, and advertisement redirecting the users to a landing page is the most efficient method. You can offer, for instance, a video, a game, a web training session or just anything else. Remember, no promotion at this stage. All you want are e-mail addresses in exchange of a free service or cool contents. This represents approximately 50-75% of the campaign's budget.

This personalized and well adapted ad should target the users which have been interacting with your previous test-posts on a short period of time (7-15 days). Longer campaigns become invisible and loses its appeal.

Again, monitor the number of click, the number of form completed, the number of e-mails collected, etc.



Advertise !

At last, 10-25% of the budget will be dedicated to the final stage consisting on the final and ultimate advertisement. All available tools should then be used : feed, stories, videos, regular ad, etc.

The goal is to reach the users who shared their e-mail addresses with you and whom did not necessarily read the e-mail you sent them.

Try to reach the maximum number of users from your list. Be reassuring and create the best possible user experience. Users should not see more than one of your ad a day so you don't seem pushy.

Put functionalities to profit

Instagram offers different functionalities which you can use to vary your approaches and to attract users more efficiently. Some are very interesting such as **direct** and **dual broadcasting**, but the four following are a must.

Stories are the trendiest at the moment. They allow you to use images and video full screen active for a 24 hours period. This is the perfect tool to show your public image and style. Strategically produced, they can make users engage quite easily.

Highlights allow you to pin stories to your profile so these become endlessly accessible. It is possible to access the stories archives to retrieve past content.

Well selected **hashtags** and **geolocation** make it possible for users to discover you much more easily. Correctly used, this can higher your traffic efficiently. Also, hashtag stickers make it possible to attach hashtags to your stories.

Social networks : LinkedIn

A lot of people considers LinkedIn as a boring a place where to drop their resume. It can actually be a very powerful tool for marketing and growing your business or to find your dream job.

B2B network

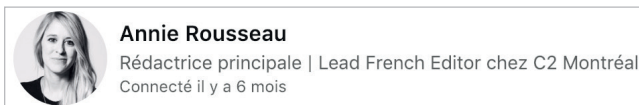
Before anything else, LinkedIn is a business to business (B2B) network, which means it puts in relations businesses, professionals and freelance workers.

Although this network is not well suited for general public products and services, it is absolutely well tailored for web designers since businesses are our main clients. It would be a mistake to ignore such a channel.

Although it is free to register, LinkedIn offers a pro account giving much more functionalities and customization.

Setting up your profile

The profile allows other users to know who you are. Upload a nice portrait, state you names and create a good headline which are used and displayed together in several places including search results.



It is a good idea to use well selected keywords in your headline and to try to distinguish yourself from people offering similar services.

Depending on the situation, you may also want to create your company page which will be linked to your personal profile.

Like any other marketing efforts, set yourself goals and identify the most interesting segments. Everything you will say and publish will have to take these in consideration.

Contact informations

Make sure to add your contact informations including URL, e-mail and phone number. Depending on the situation, you may also add your social networks professional URL.

Summary

This is where you describe yourself.

In order to write it efficiently, imagine you describe to someone what you do for a living and shortly describe what you've been doing and who you have been working for.

It is possible to add media such as photos, videos, presentations, URL, etc.

One can also link to their demo reel or their online portfolio, for instance.

Work experience

This is just like a standard resume which is used by LinkedIn to set keywords database used when users are making a search.

Think about using keywords relevant to the job or contracts you are looking for. But, just like for standard SEO, don't stuff keywords here. Use them naturally and strategically.

Skills and expertise

This section is also used to set keywords to the database, but, what is interesting here though, is that other users (such as friends and colleagues) can endorse you for your skills.

Notifications are sent to users which skills has been endorsed, so it encourages users you endorse to endorse you back.

Accomplishments

This section is used to enhance your professional profile with publications, organizations, languages, certifications, patents, honors and awards, etc.

Anything worth mentioning can be added here. You may as well put a link to a website or Amazon, if wanted.

Articles and status

Just like Facebook, you can post articles in the feed. Remember this is a professional network and people tend to have very low tolerance to cute cat posts and memes.

Having people like your status and articles won't make a great difference. What you are looking for is more engagement. Manage for people to comment and to share.

Your latest posts are showed next to your profile, so take care of what you decide to write.

Never put links in your status as it would make visitors leave the site. Put links in the article instead.

Groups

Groups are a great way to connect to other users and to share informations, links, etc.

You may also create your own group which allows you to create a new mailing list for targeted segments and to send group members a weekly announcement.

Videos

Just like any other networks, video is getting more and more popular on LinkedIn. Using video is a good way to engage users and embellish your image.

Just like for regular posts, LinkedIn being a professional network, it isn't the place to share funny babies and such. Focus on business content and make sure it is as nicely shot and edited as possible.

Videos are limited to ten minutes and 5Go, which is a lot considering the audience. Make single focus videos of 1 to 3 minutes and make the thumbnail very appealing. You want to create maximum interest.

Since there are no advance caption or subtitles options, it can be a good idea to subtitle your production for those watching with no sound. Also, remember that the videos uploaded on LinkedIn are re-compressed, so make sure to use progressive videos instead of interlaced for best quality.

Videos on LinkedIn benefits from stats that can be very useful and even more stats and tools for those having a premium account.

Finally, it is a good idea to use *#linkedincreators* and *#linkedinvideo* hashtags.

Building your network

Start with anyone you know. LinkedIn allow you to see anyone you know already registered so you can add them. You can also use the functionality *people you may know* for suggestions of people your friends are in relation with.

Participating in discussions is probably the best way to get to know and add people.

Recommendations

LinkedIn allow you to recommend people and get recommendations based on jobs and skills.

Again, giving a recommendation is a good way to encourage someone to recommend you back. You may as well ask your relations to recommend and endorse you.

Advertising and other functionalities

Just like other networks, LinkedIn gives several ad options. Although more expensive than on other networks, targeting is very precise and efficient.

When advertising on Linked in, analysis tools are available to track traffic and results, and different productivity tools are offered to optimize your work.

Different functionalities are also available. For instance, you may have you blog's posts published to LinkedIn, add a recommendation button on your website, etc.



Social networks : Youtube

It has become impossible not to use videos on social networks anymore as they get 6 to 10 times more user engagement than plain text or photos. YouTube is the leading online video application (and the second most popular search engine) and there is something great for marketing professionals : it talks to everyone!

With over 1,3 billion users, YouTube is used by individuals to share their passions, but also by businesses to promote their trademarks, products and services. It is a very convenient tool as it archives your videos which can then be published on any other networks, but it is, indeed, also a network by itself which can be put to profit.

What to show

The easy answer is : almost anything... as long as it is legal and that it makes sens with your marketing campaign.

You may want to simply show products in action or services being delivered, testimonies and reviews, or an explainer, an interview, screenshare, a tutorial, a vlog, etc.

What equipment is needed

With todays technology, almost everyone can produce a video of excellent quality. In some circumstances, though, you might want to push the quality a bit further so it comes out amazing. Even mobile phones can capture good quality videos.

that will just look great with basic knowledge of lighting and simple adjustments using a video editing software. An external sound recording device should be The use of a tripod is also a good idea in order to get very stable shots.

Building your network

With over 300 hours of video being uploaded every minute, your video is a water drop in the ocean. Your network won't build itself by magic over a period of time. This needs work.

Customize your channel so your page doesn't look like just any other pages. Brand it.

You must be an active member on the network. Answer questions, respond to comments, suggest different type of actions in order to engage users. Be present where your targeted segments users are and interact with them as much as possible.

Upload videos regularly and as often as possible. The most popular channels are those being updated often.



Promote your videos. Let people know about them on your website, your social networks, your blog, e-mails, etc. Don't hesitate to ask people to share your videos.

Have people subscribe to your mailing list, just like you would for any other social network so you can let them know any time there is a new video being published.

Upload your videos to the right categories, use tags and make sure to include proper keywords in your videos titles and descriptions and include an effective call to action when publishing.

Including a transcription of your videos is a good idea. Not only some users will appreciate it, but it will give more data to the search engines.

Use an appealing thumbnail so users will be attracted while browsing through results lists. If you don't create a thumbnail, YouTube will generate one automatically, which isn't the best solution.

Use the end screen of your videos for different calls to action.

Use YouTube playlists to make sure users are sent to relevant videos.

YouTube commenting system now being linked to Google+ profiles, make sure your profile is completed.

YouTube ads (paid option) allow you to reach a lot more users, giving you ways to precisely target your audience and making it possible to turn any video into an ad.

General recommendations

Usually, a YouTube video isn't produced to sell a product, but to convert users and/or generate leads. It is very easy to trigger emotions with a video: use this!

Make your first 5 seconds of video a hook. Put the most captivating content first. You can also create a preview, an overview showing the best parts first.

Your videos shouldn't usually be longer than 3 or 4 minutes. The shorter the better is a general rule. Of course, this doesn't apply to all circumstances.

As much as possible, use original music, or get it from a free archive. If it is impossible to do so, make sure to pay the proper copyrights to avoid legal issues.

Enable subtitles on your YouTube videos as there are a lot of hearing impaired users. Avoid using annotations which are considered annoying.

Technical considerations

The image

Use the best possible camera in order to have the nicest possible image. There are good cameras out there and the use of a basic DSLR camera can make an amazing job.

Use a tripod so your shots are very stable. There is nothing more annoying than a shaky camera. If you can't use a tripod, get close to your subject with a shorter lens (eg. 35-50mm).

Be careful to light your shots properly. Some very affordable neon continuous lighting kits can make miracles.

Live streaming can also be a good way to cover a special event. In such a case, less stability is acceptable and even make it more realistic.

The sound

Consider using an external sound recording device as most of cheaper cameras don't provide a very nice sound. A good quality sound will make people forgive most of visual problems. A good sound makes, in big part, a professional video.

Post production (editing)

Use a video editing software to cut your video and adjust light and color. Do not abuse transitions and effects.

Use nice and readable titles, respect basic typography rules and make sure there aren't spelling mistakes.

Since YouTube re-compresses the uploaded videos, make sure to export a progressive video instead of interlaced. Most of editing softwares now include export profiles for YouTube. In such a case, that's your best bet.

Recommended upload settings

Container : MP4

Audio codec: AAC-LC

- Channels: Stereo or Stereo + 5.1
- Sample rate 96kHz or 48kHz

Video codec : H.264

- Progressive scan (no interlacing)
- High Profile

Frame rate

- Content should be encoded and uploaded in the same frame rate it was recorded.
- Common frame rates : 24, 25, 30, 48, 50, 60 frames per second (other frame rates are also acceptable).
- Interlaced content should be deinterlaced before uploading.

Example : 1080i60 content should be deinterlaced to 1080p30, going from 60 interlaced fields per second to 30 progressive frames per second.