

# Marketing

## Assignment No.7

### **Five steps of an efficient web marketing**

#### 1. Create a strategical web site

A site shouldn't simply be a nearness on the Internet and be restricted into giving individuals informations, it ought to have an objective: changing over visits into drives, guests into clients.

Make a strong structure, with an extraordinary plan and effective deliberately created substance. Offer helpful withdrawals strategy and pick a decent source of inspiration

#### 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.

#### 3. Create regular relevant content

Sites refreshed regularly impart positive signs to web crawlers and improve positioning, this is one reason why new substance ought to be consistently made. Another is that with new substance, you give guests valid justifications to visit a site all the more frequently if not all the time.

This is valid for a site, yet additionally for some other apparatuses you may have decided to bring guests.

#### 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.

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Even if it is often viewed as an outdated form of marketing, e-mail campaigns remain a very useful and efficient tool when used correctly.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

## Advertising on Facebook

Facebook stays a significant application for advertising experts. It permits to target explicitly various crowd dependent on exact rules appropriately with different potential objectives. Yet, publicizing on Facebook requires a system and the time is over when you would essentially make a static commercial that would show up anyplace a specific number of times.

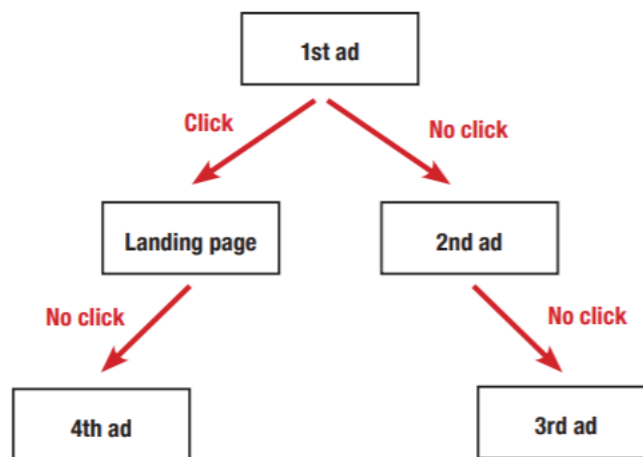
### Dynamic ads

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.

## 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.

## Marketing on Instagram

Instagram is a photo and video sharing social networking service originally created for smartphones.

Instagram marketing is the way that brands use Instagram to connect with their target audiences and market their offerings. Recently, it's gained popularity as an exciting method for brands to show off their cultures, engage with customers, and show off products.

## Steps to market on Instagram

### 1. Switch to a business profile ASAP

- a) Before you start thinking about your Instagram marketing plan, be sure that you have an Instagram Business Account.
- b) There are some clear benefits to having a business profile.
- c) For example, followers can click on your contact button to get in touch with you right from your Instagram page just like they would from your website.
- d) A business profile allows you to create and publish Instagram ads without needing to use Facebook's advertising tools.

### 2. Optimize Your Instagram Account.

The best brand Instagram accounts have a compelling bio, memorable profile picture and a connected website that drives to their homepage. It's one of the first things you have to set up for your account but it's also one of the first things people look at before deciding to follow you or not. Make your bio descriptive, compelling and don't be afraid to use emojis.

### 3. Post product teasers

- a) Product teaser posts are a simple way to talk about your product and increase excitement without looking like you're trying too hard.
- b) When you tease people about products they are interested in, and you don't push them into buying anything, they'll be more likely to pull the trigger and actually buy something.
- c) For example, Starbucks teases their audience by announcing seasonal drinks with sharp imagery and without trying to force people to buy them.

#### **4. Use Instagram Stories**

- a) Instagram Stories makes easy for marketers to engage with users, humanize their brands, create leads, and generate customers on the platform. They're a great tool for showing potential customers why your brand is relatable or interesting.
- b) Instagram stories differ from regular Instagram posts because they come in a "slideshow" format.
- c) The benefits of Instagram Stories for brands are truly endless. For starters, Stories are displayed at the top of follower timelines where users already look daily.
- d) Brands can use stories to capture behind-the-scenes insider posts that may not be as "high-quality" as regular posts.

#### **5. Build Relationships With Other Influential Accounts.**

The fastest way to grow an Instagram account is by engaging accounts with a larger following than you and having them promote your account. If you're already creating great content, you might not have to pay them to give you a shout out. You might be able to get organic shout outs simply by building a quality relationship with an influencer.