Assignment 6 (web marketing)

Topic 1

**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.

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.

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.

**TOPIC 2**

**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.

**TOPIC 3**

**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 necessary 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).

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.