

Speakers



Michael Hughes

Principal with Convergent Informatics

More than 35 years of experience in information systems

Previously, Executive Director for Global Commercial Systems at Amgen

Spent 14 years at the Jet Propulsion Laboratory where he was involved with the internet before the first websites



David Rodewald

Managing Director of The David James Agency LLC

Has worked with emerging B2B technology companies since 2003.

Previously, served as Group VP of Communications for Alcatel (now Alcatel-Lucent).

The Internet Has Transformed Business



- ▶ New business models have emerged
 - “In five years’ time, all companies will be Internet companies, or they won’t be companies at all.” *Andy Grove, the chairman of Intel, 1999*
- ▶ Most businesses now involve the Web
- ▶ Yet we are just now really beginning to use the web for marketing

To Succeed on the Internet you need a Multi-Faceted Strategy

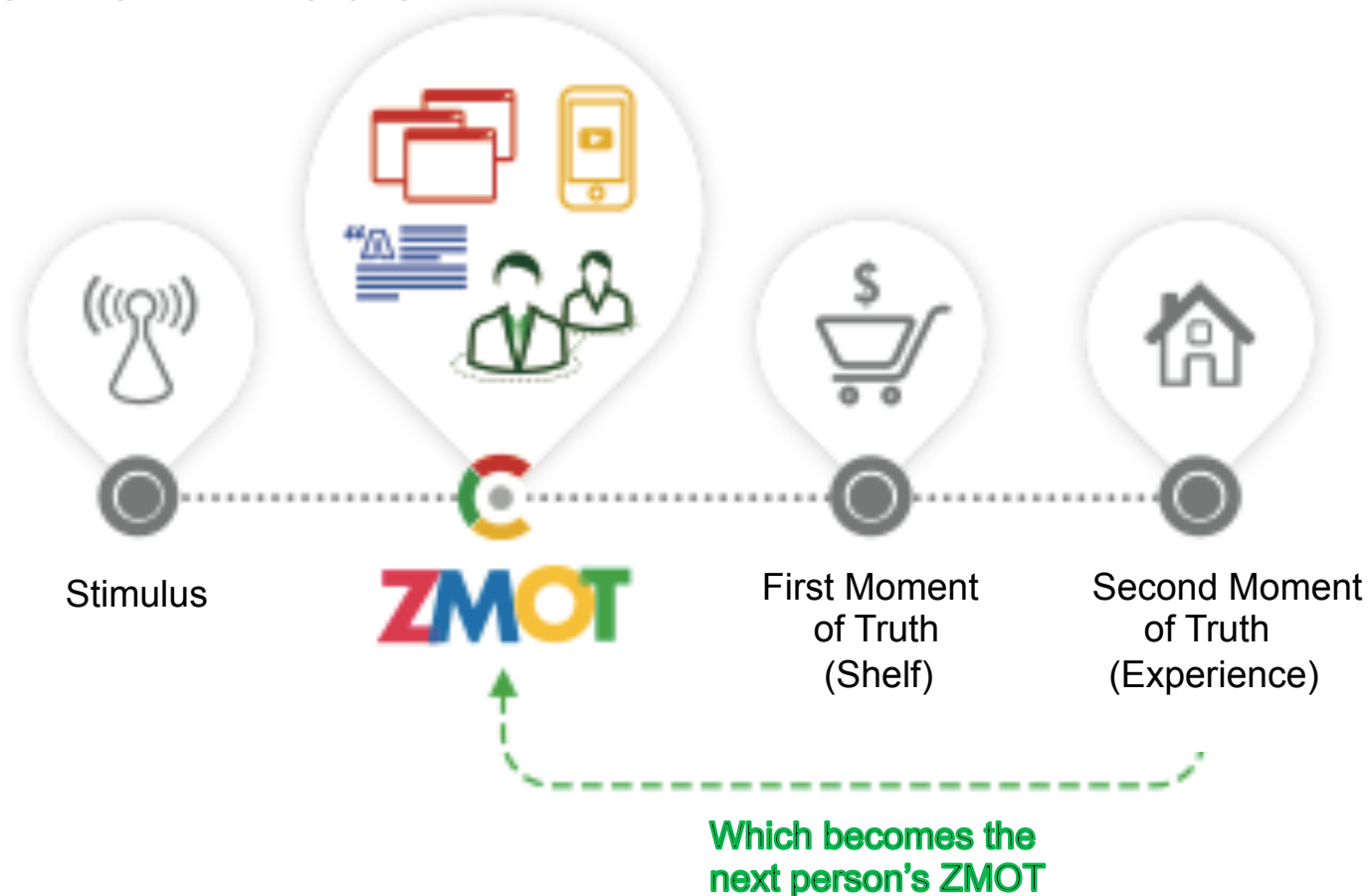
How the Internet Changed Marketing (according to Google)

- ▶ The old model



How the Internet Changed Marketing (according to Google)

- ▶ The new model





Internet Marketing Provides Interactivity To Engage Customers

- ▶ Promote / build awareness
 - Just like with off-line marketing
- ▶ Two-way communication
 - Adds new ways to interact with customers
- ▶ Internet marketing is a reality
 - 78% of American adults use the Internet – May 2011
 - 78% of the these look for information online about a service or product they are thinking of buying – Sept 2010
 - 71% buy a product online – May 2011

Source: Pew Research

Get Onboard Now or Get Left Behind

Challenge: Make it Easy for Potential Customers to Find You



I need to find X to buy!
I need help with Y!

Find the methods that enables customers to find you

Earn people's interest instead of buying it

More complex because it's two way

Actual map of one part of the Internet

I sell X! I do Y!

Internet Push Marketing



Push marketing is about building / enhancing awareness through proactive customer outreach



Internet Pull Marketing



- ▶ **Pull** marketing is all about getting found by customers

Bring Prospects to Your Website



Pull
***Getting found
by customers***

Push
***Building / Enhancing
Awareness***



- Non-paid search
- Paid search

- Blogging
- Social media

- E-mail Marketing
- Ads
- Public relations

Your Website Is the Foundation

Your Customers Drive Your Strategy

Internet > Website > Sales





Web Site Optimization

Convert Prospects to Customers

- ▶ Two audiences
 - People
 - You've got 2 to 5 seconds to hold on to them
 - Your message must be immediately visible
 - A well-crafted landing page => more Customers
 - A customized sales pitch
 - Movement holds on to visitors
 - Content rich with easy navigation
 - Search Engines
 - Rich content = improved search engine ranking
 - Images and movies don't help you with search engines

Readable by Both People & Search Engines

Web Site Optimization Case Study: Store Your Toy Indoors



Early 2010

- Site was getting just a couple visitors a day
- With economy dropping, losing clients monthly

Not readable by the search engines

- Site was all done in images

Convert site to current Internet standards

- Readable by the search engines
- Site Traffic increased 10X in first month

RESULTS: Getting New Clients!
Facility is close to full

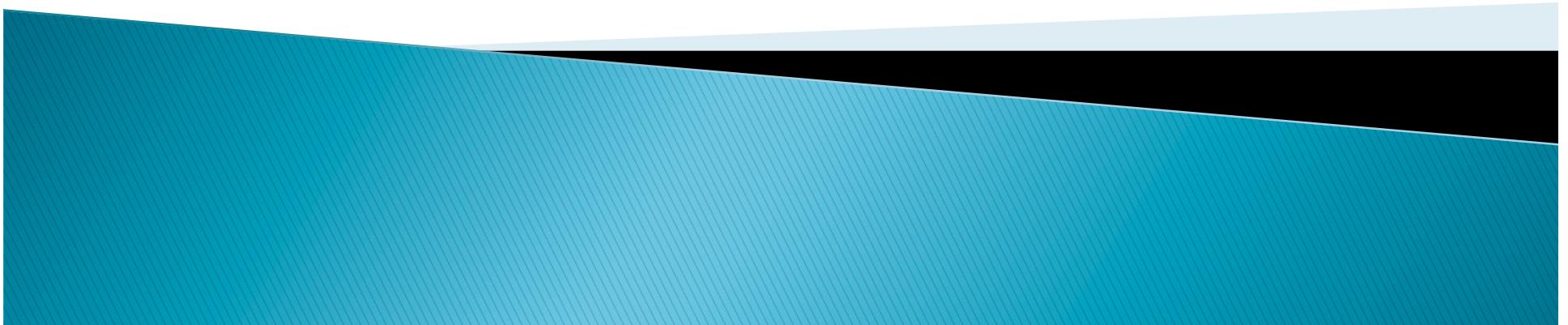
Web Site Optimization => More Clients

Serving Agoura Hills, Calabasas, Camarillo, Canoga Park, Canyon Country, Carpinteria, Castaic, Chatsworth, Encino, Fillmore, Granada Hills, Malibu, Moorpark, Newbury Park, Newhall, North Hills, Northridge, Oak Park, Ojai, Oxnard, Port Hueneme, Reseda, Santa Paula, Simi Valley, Somis, Stevenson Ranch, Tarzana, Thousand Oaks, Ventura, West Hills, Westlake Village and Woodland Hills

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Push Marketing



Blogs



- ▶ Short for Web-log; originally designed to be an online journal
- ▶ 23% of F500 firms have blogs
- ▶ 57% of businesses report getting customers through their blogs
 - Great tool to educate customers or to build a personal reputation
- ▶ Takes very little budget, but a significant amount of time & effort



Provide Information that Keeps Customers and Prospects Coming Back to Your Website

Blogging For Thought Leadership



- ▶ Blog enables Fulcrum to provide thought leadership and position its products

The screenshot shows a blog post on the Fulcrum website. At the top is a banner image of a person sitting on a large rock by the ocean, with the text "Lossless Fabrics" and "Ethernet's new frontier courtesy of Fulcrum Microsystems". Below the banner is a navigation bar with "Home" and "Community" links. The main content area features the article title "Fulcrum and Intel in the News" dated July 20th, 2011, by Gary Lee. The article text discusses Intel's agreement to acquire Fulcrum and mentions press examples. A search bar and a "Search" button are located to the right of the article title. A "CATEGORIES" sidebar lists: 100GB Ethernet, 10GB Ethernet, Alta, Asynchronous Design, Customers, and Data Center Convergence.

“Personal” Social Media: Facebook, Google+, etc.



- ▶ Pages where you share updates, interests, photos and videos
- ▶ 800 million Facebook users share 30 billion pieces content every month
 - U.S web users spend 6.8 hours / month on Facebook
- ▶ New features make Facebook & Google+ marketing tools
 - Circles/Lists, MiniBlogs/Notes, new analytics & searching



Great for Companies Who Can Target by Demographics

Facebook: SEVEN Networks



facebook

SEVEN Networks

Community Page about SEVEN Networks [Is this wrong?](#) · Redwood City, California

Wall SEVEN Networks · Everyone (Top Posts)

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

SEVEN Networks
Try our latest mobile app available for free in the Android market!
Download and invite your friends to connect without eating up your data plan!

Ping@ - Android Market
market.android.com
Free Chat- connect with your contacts in a cool new way!
Ping@ provides a simple, glanceable view of your contacts and conversations without eating up your text messag...

[Like](#) · [Comment](#) · [Share](#) · Friday at 11:58am · [🌐](#)

[👍](#) SEVEN Networks likes this.

Write a comment...

About
SEVEN Networks: Real Life, Real Time™ Mobile Follow us <http://twit...>
More



“Professional” Social Media: LinkedIn

- ▶ Your resume is your home page, then you link to others you’ve worked with or know professionally
- ▶ More than 120MM people worldwide
- ▶ Create company pages, company status updates, participate in professional groups, keep up with changes in people’s jobs



Develop Relationships with Clients and Prospects based on Professional Interests



Other Social Media Tools

- ▶ **Twitter**
 - Broadcast 140 character notes to followers
 - 100 million tweets per day
- ▶ **YouTube**
 - Post corporate or viral videos
 - 490 million users / 92 billions videos watched
- ▶ **Wikipedia/SlideShare**
 - Reference information for content marketing

Opportunities to Connect to Customers with Rich Media

Digital Public Relations



- ▶ Expands PR to Internet media
- ▶ Start with news, then add
 - “Rich media”
 - Links
- ▶ Gives readers more ways to engage with the story



Multimedia and Interactive Public Relations

Digital PR Lead Internet Marketing





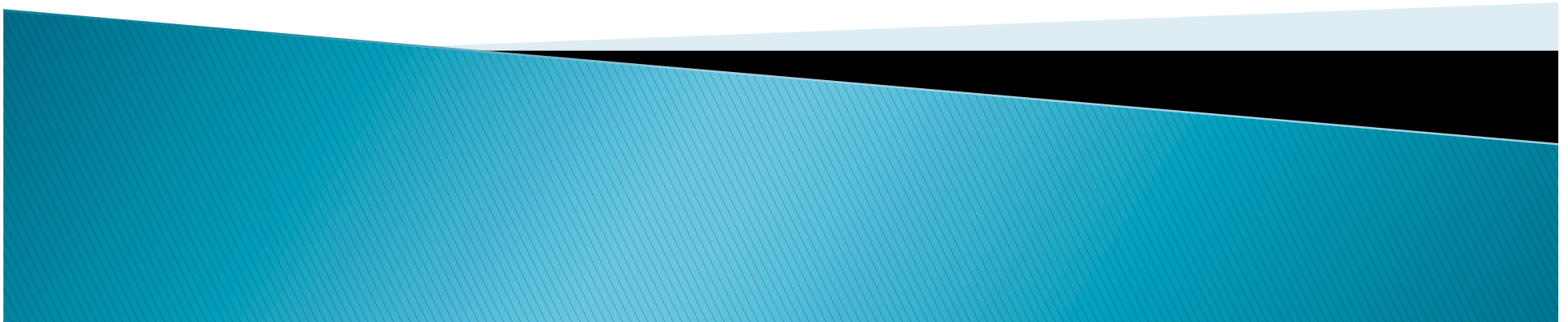
Virtual Events and Advertising

- ▶ **Virtual events / Webinars**
 - Uses Internet as a way to “meet” with customers and prospects without having to travel
 - Excellent tool for educating hundreds of people without the time or expense of travel
- ▶ **Advertising**
 - Banner ads
 - Pop up ads
 - Affiliate Marketing

Reach Massive Audiences for a Low Cost



Pull Marketing





PPC and SEO

Pay-Per-Click and Search Engine Optimization

Google

Search About 11,400,000 results (0.22 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Camarillo, CA 93012
Change location

Show search tools

Store Safe Self Storage - Low Rates & up to 3 Months Free Ads
www.storesafecalifornia.com +7
New Facility in Camarillo, CA
1 241 Camarillo Ranch Rd, Camarillo, CA
1 (805) 482-7778 - [Directions](#)

Indoor RV & Boat Storage - Excellent location. Safe & Secure.
www.storeyourtoyindoors.com +7
Full Service. Accessories & Repair.

RV Storage & More | FlyingTrolleySelfStorage.com
www.flyingtrolleyselfstorage.com/RV +7
The Perfect Solution For All Your **RV** And Boat **Storage** Requirements.

Thousand Oaks Indoor RV Storage
www.storeitindoors.com/
Indoor RV and Boat **Storage** located in Southern California.
A 1471 Lawrence Drive, Thousand Oaks Place page
(805) 480-3350
You've visited this page 3 times. Last visit: 3/7/11

Store Your Toy Indoor
www.storeyourtoyindoors.com/
Ventura County's Premier **Indoor Storage** Facility ... Storing your **RV**, Boat, Classic Car or ATV **indoors** and out of the harsh elements of the sun, wind and rain ...
B 5152 Commerce Avenue, Moorpark Place page
(805) 222-2050
You've visited this page 29 times. Last visit: 7/19/11

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Ads

VersaTube 12ft. x 27ft. x 12 1/2ft. RV ... +7
\$2,899.99 - Northern Tool

Thetford Storage Deodorant, 3pk +7
\$11.10 - CampingWorld.com

Advertising is Changing at a Fundamental Level



Pay-Per-Click (PPC)

- ▶ PPC ads direct traffic to websites
 - Text Ads
 - Image (Banner) Ads
- ▶ Two Approaches
 - Keywords (Google, Bing, etc.)
 - Search
 - Content (Banner Ads)
 - Demographic (Facebook, LinkedIn, etc.)
- ▶ You pay only if a user clicks on your ad



Cost-controlled Advertising for Quick Results



Pay-Per-Click (PPC)

▶ Disadvantage

- Only 20% of people click on ads
- In competitive markets Keywords get expensive



▶ Advantage

- It's a representative sample of your customers searches
- Test Drive your marketing
- Gives you a solid basis for SEO
- Does generate traffic to your site



Find Effective Message and Keywords Quickly

Search Engine Optimization (SEO)



- ▶ Effective SEO => your website on top of search results
 - Strategic placement of keywords
 - Creation of links
 - Takes time – up to six month
 - Competition is high
- ▶ There are over 200 factors
 - Change regularly
 - Google does not tell you what the factors are
 - Google does not publish it's algorithm
 - Google does not take bribes



Takes Consistent Effort

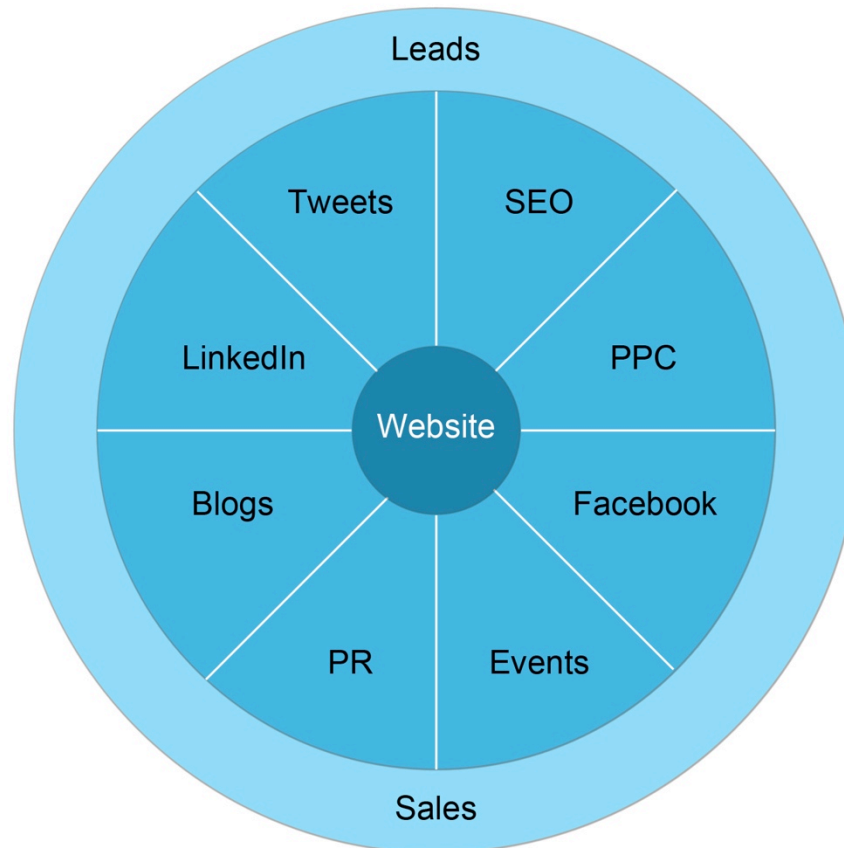
Example of just One Factor – Links



- ▶ Originally
 - Any link helped in page ranking
 - Caused creation of link farms
- ▶ Change – Link Farms Ignored – Q1 2011
 - Rare case where Google announced the change
 - Some sites loose their top placement
 - Now need low density of links to text to be counted
 - Caused creation of article farms
- ▶ New Change
 - If link is embedded in the same text multiple times, the link is only counted once
 - Creation of article variation farms

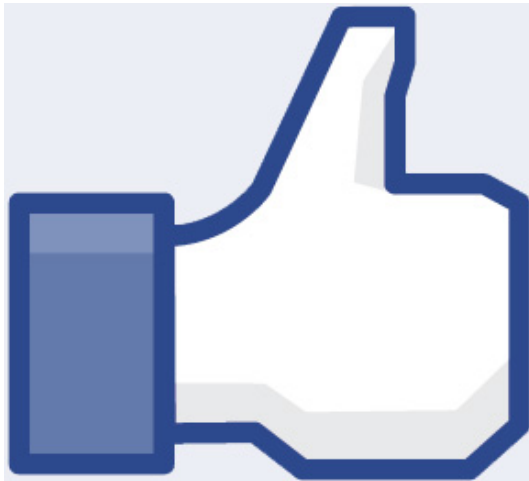
Google's Goal: Give the Searcher the Best Possible Information

Bringing it All Together

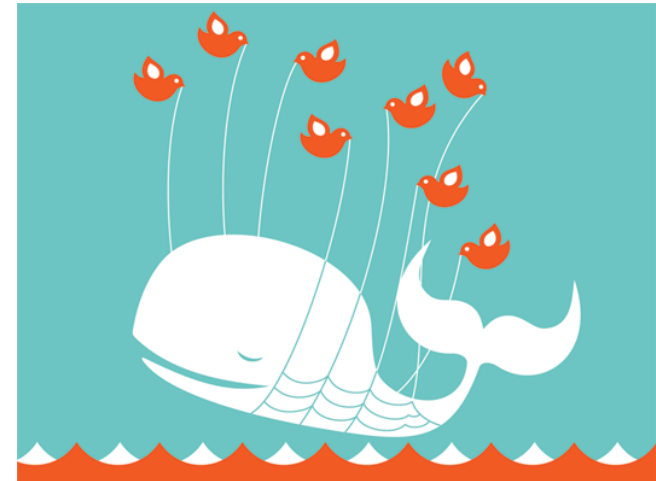


The Right Mix Depends on Your Market

Conclusion



Vs.



Mistakes can be Costly – Results can be Rewarding



Q & A