

Marketing Online - Many ways to skin a cat (Part 1)

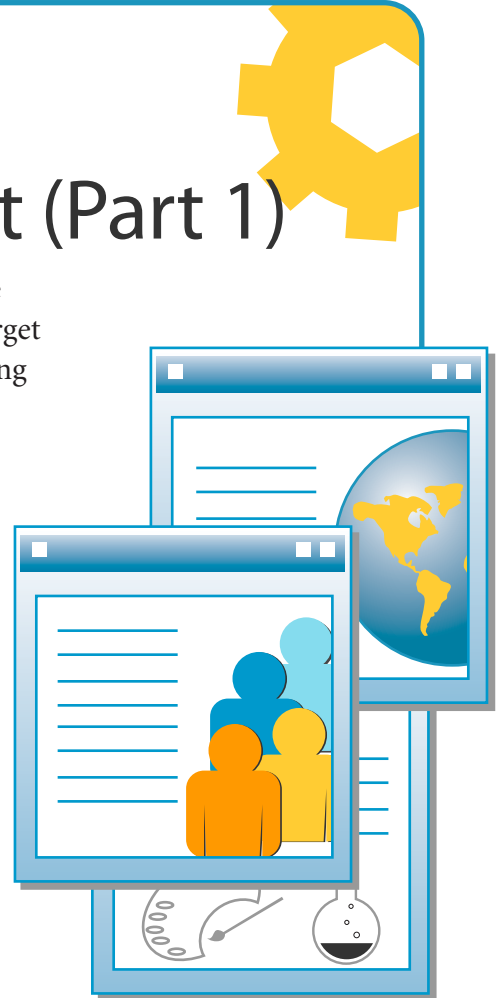
Marketing is part art and part science. Whilst we deploy more scientific and quantitative techniques like market research, target audience testing, ROI measurements, to arrive at our marketing strategies, a big part of marketing also relies on a marketer's "hunch" and his "feel" for what his target market wants and how he presents that message to his target audience.

Given the exhaustive nature of this topic, we are going to focus on just one aspect of marketing – ie, online marketing options, in the first of two issues.

Before we start, we would like to make one important point:-

A successful marketing program is best delivered when it is not thought of in terms of strict "online" or "offline" mediums, but what the underlying objective is and which medium can best be exploited for that purpose. It is not unusual to find both mediums working side by side to create highly interactive campaigns which have high top of mind awareness.

Let's now focus on the online medium and walk-through some of the more popular options available to the marketer.



Search Engine Optimisation (SEO) and Search Engine Marketing (SEM).



In our previous issues, we gave you step by step explanations of how to start, manage and track the effectiveness of SEO and SEM. To recap, please check the links below.

- ▶ http://www.designdepot.com.sg/newsletter/interact_jan06.pdf
- ▶ http://www.designdepot.com.sg/newsletter/interact_mar06.pdf
- ▶ http://www.designdepot.com.sg/newsletter/interact_apr06.pdf
- ▶ http://www.designdepot.com.sg/newsletter/interact_may06.pdf

Pay per Click Advertising

For Google Adwords marketing, you can check our [April 2006](#) and [May 2006](#) issues of Interact!

We believe this to be an effective marketing option for 2 main reasons:-

- 1) You have the flexibility and control to choose the words appropriate for your business and determine your advertising spend.
- 2) Listing on Google gives you many more views as it is rated one of the world's most used search engines.



If you would like to be listed on Yahoo, you can contact them directly to find out the costs associated with your campaign.

Yahoo! Southeast Asia
18 Cross Street, #14-01 China Square Central, Singapore 048423
Tel: +65 6477 4500
Fax: +65 6339 0623
Email: sg-sales@yahoo-inc.com

Free Listings

Whilst a number of companies charge hefty fees for submitting business websites to major search engines, you can do it yourself through free search engine submission websites as well.

Marketing a business website by submitting it to major search engines is as simple as typing in the website address, the website title, and a small amount of information about the business. After entering the necessary information, click on the submit button and your internet business website will be inspected by website spiders and meta tag crawlers free of charge.

If your website meets search engine criteria, it will be considered for listing when the search engine is updated. This is a fabulous free marketing tool for internet business owners.

A listing with major search engines isn't guaranteed, but if your internet business website contains the right meta tags and keywords, chances are your website will be listed free of cost. Free search engine submission websites ask simply that website owners place their website submission link on the first page of the user's website. That's one way free website submission services market their websites.



They provide a free service in exchange for free marketing. Try some of the sites below.

- ▶ <http://www.addme.com/>
- ▶ <http://www.submitexpress.com/submit.html>

Portal Advertising

Using portals to sell your company can be effective because they have a huge reach. Note that some portals are more effective for some businesses than for others. For example, if you have opened a new restaurant it will be important for you to disseminate that information to as many people as possible. However, if you are starting a financial service consulting company or a lawyer firm, this B52 bombing approach will not be appropriate. In fact it might lower the credibility of your company.

The cost of placement in these portals can be prohibitive so do your research properly and ensure the portal has up to date statistics of their visitorship, page views, demographics etc and ask them for typical click-through/conversion rates of other campaigns/advertisers. Be wary of portals who are unwilling or unable to avail this information to you.



Banners

This is placing advertisements on portals, blogs, affiliates just like those that you might find in a newspaper. These can be quite costly and given most users, quite ineffective. It's almost like advertising in a newspaper. How often do you stop to look at the advertisement? More often than not many people don't even register the content of the banner. In fact, at times, it can be very annoying, especially if it is flashing or causing a great deal of movement on a page making it difficult to focus on anything else. This form of advertising is primarily effective in terms of gaining brand awareness, not necessarily to increase sales/revenue immediately.

e-Newsletters

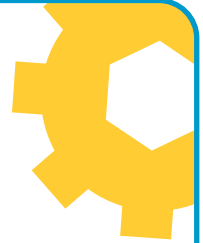
eNewsletters can be a great way to keep existing customers frequently engaged as well as a means to attract new customers via free word of mouth.



Before you decide newsletter publishing isn't your area of expertise, consider this. If you publish a free newsletter containing information pertaining to your business, there are people who will want to gain access to that information. Along with the valuable free information, you can include links to your business site. People who initially wanted free information are now potential customers. This is a fabulous method of marketing your internet business because you control the content, links, and information. It however requires your commitment and time to ensure content is pertinent and interesting to your target market.

An important practice to bear in mind is to keep your email list current by including "subscribe", "unsubscribe" and "update your profile" options. Please make sure that you do not buy e-mail addresses and just do a general blast as this can annoy customers. An e-mail address is a very private asset that should never be abused.

We hope the above methods of marketing have given you some food for thought. If you would like some advice on creating eNewsletters, monitoring the success of your online marketing programs or creating advertising programs, please contact us and we will be happy to help.



In the next issue, we will dwell on other Online Marketing options including:-

- Blogs
- Affiliate Marketing
- Referral Marketing
- Community Marketing

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