

# Digital.

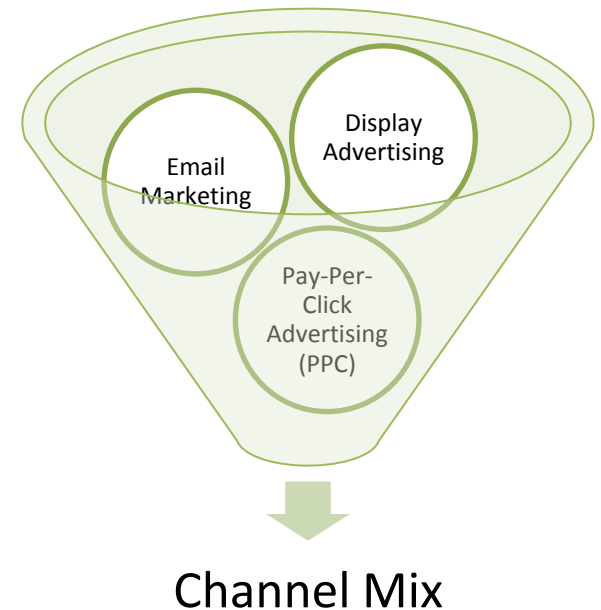
“word from the field”

Author: Dan Petrovic

<http://dejanseo.com.au>

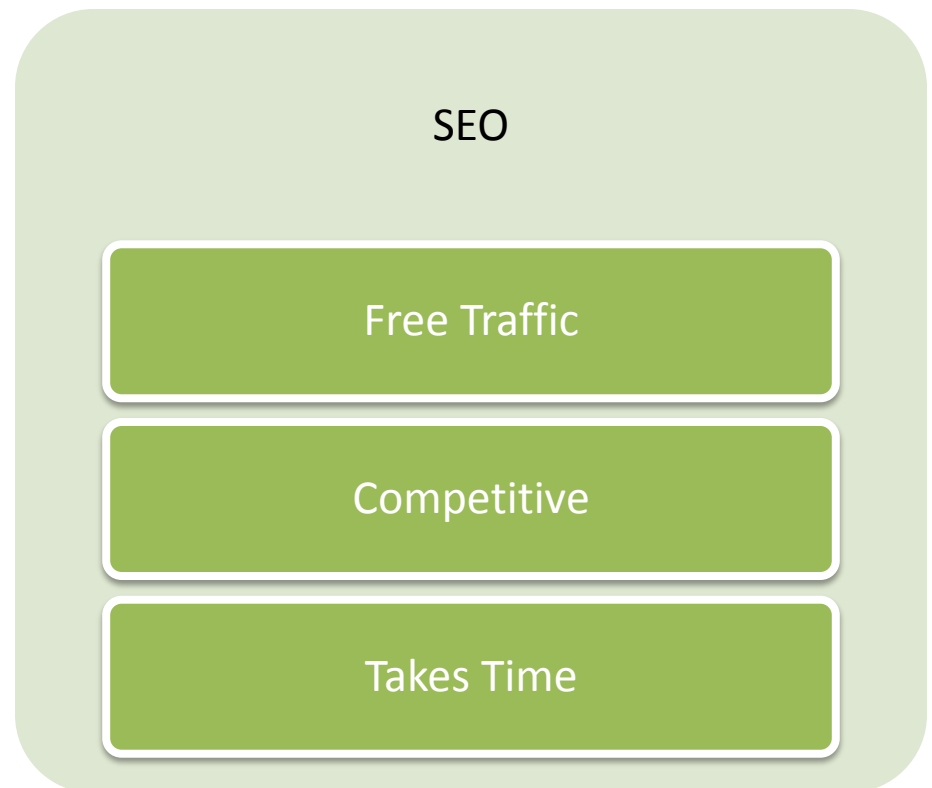
# Internet Marketing Channels: Overview

- Search Engine Optimisation (SEO)
- Display Advertising
- Email Marketing
- Pay-Per-Click Advertising (PPC)
- Online Public Relations
- Affiliate Marketing
- Social Media Marketing (SMM)
- Viral Content Campaigns
- Conversion Rate Optimisation (CRO)



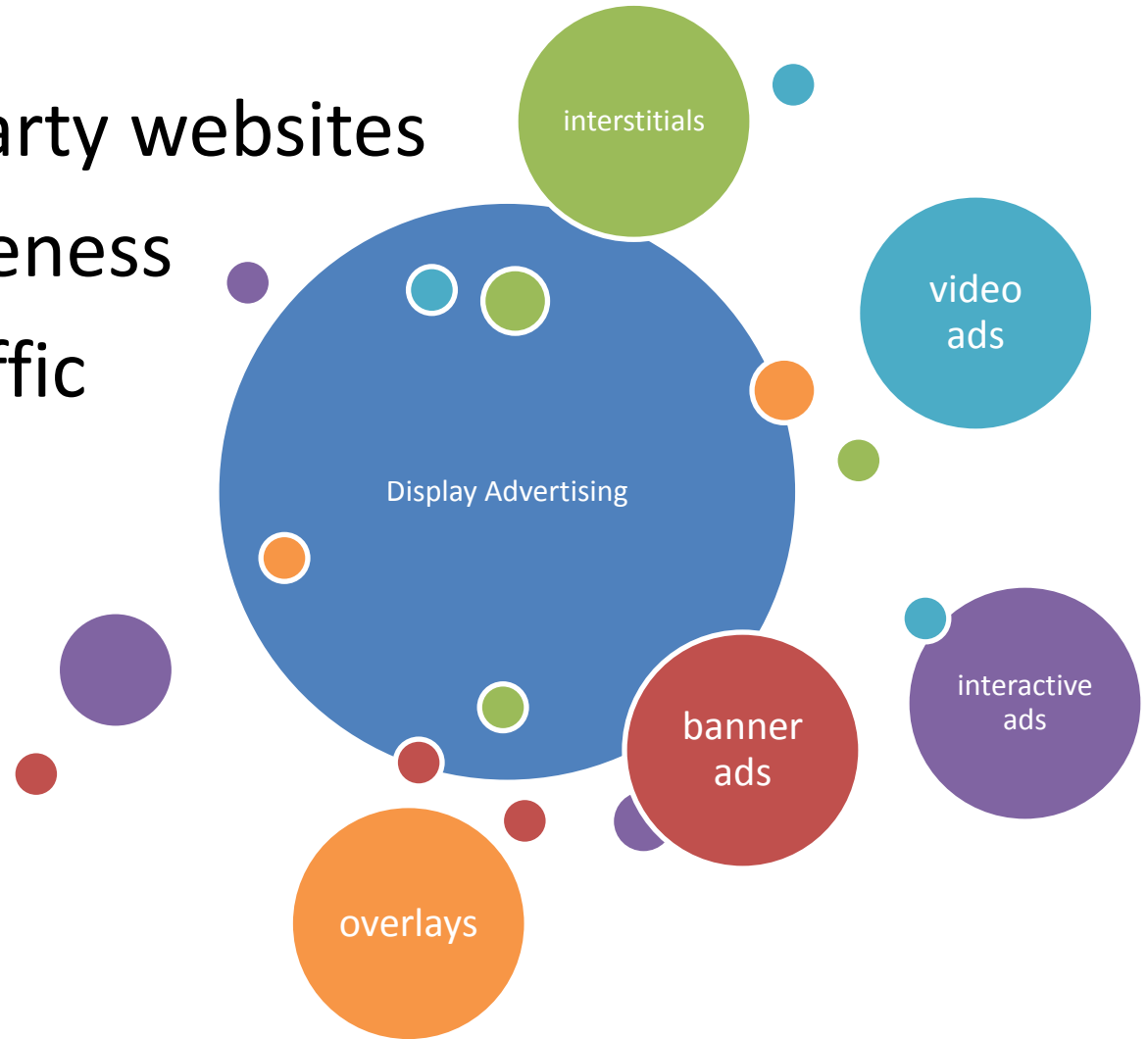
# Search Engine Optimisation (SEO)

- Free Traffic
- Research
- Strategy
- Implementation
- Evaluation



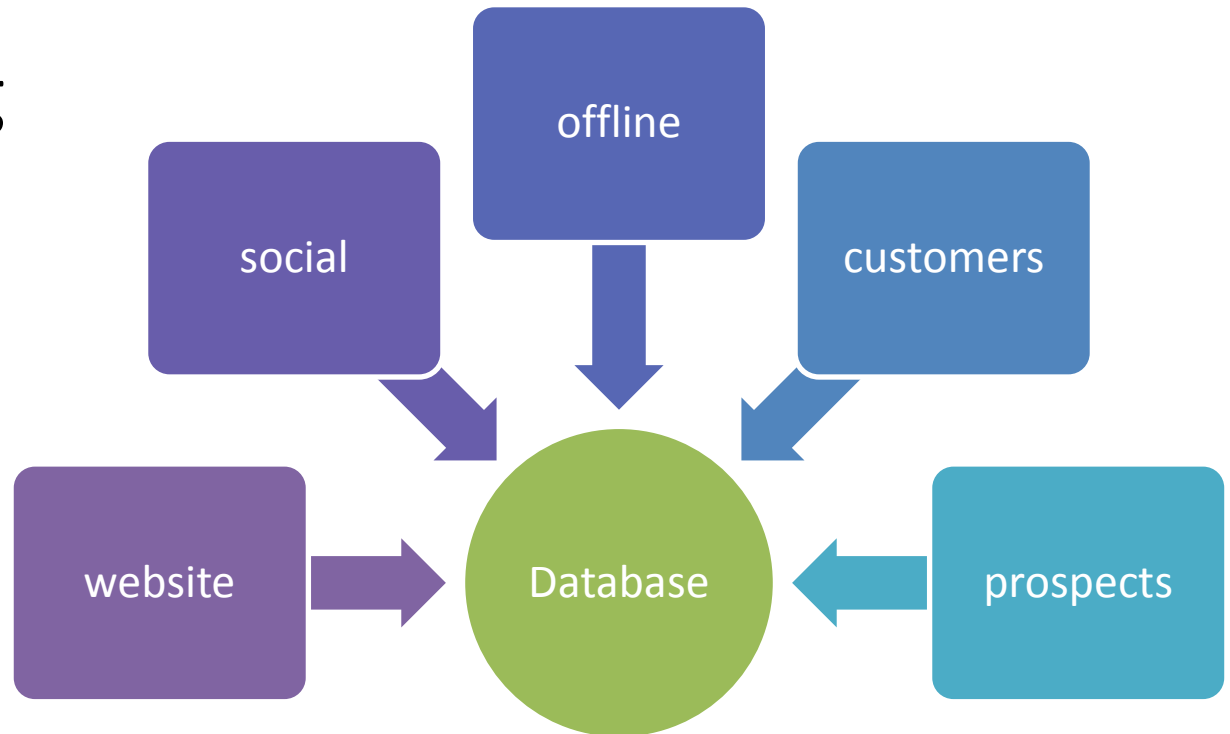
# Display Advertising

- Ads on third-party websites
- Branding awareness
- Generating traffic



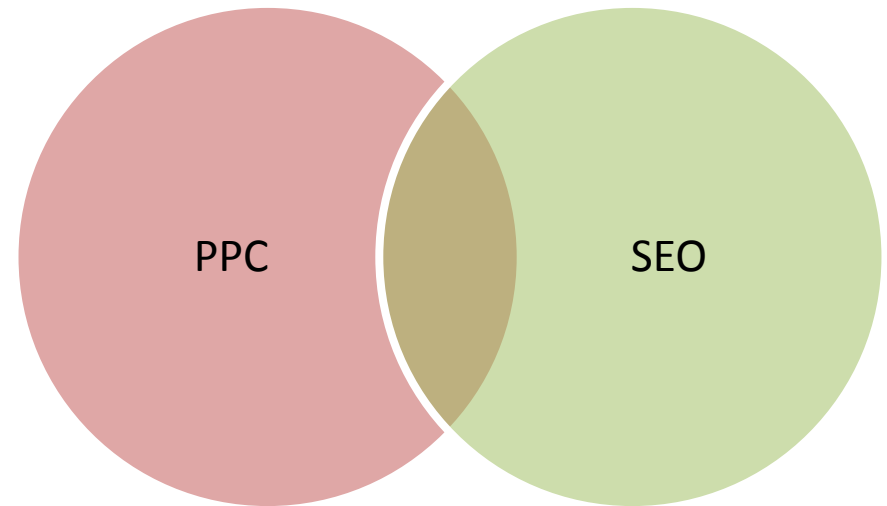
# Email Marketing

- Building database
- Broadcasting
- Managing



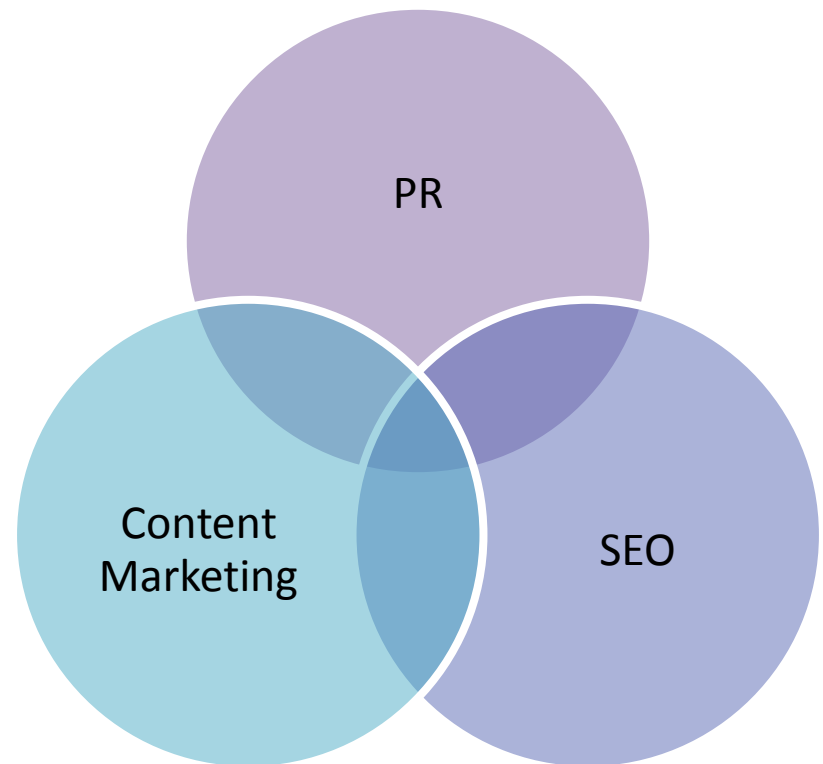
# Pay-Per-Click Advertising (PPC)

- Choice of Search Engine
- Campaign Design
- Bid Management



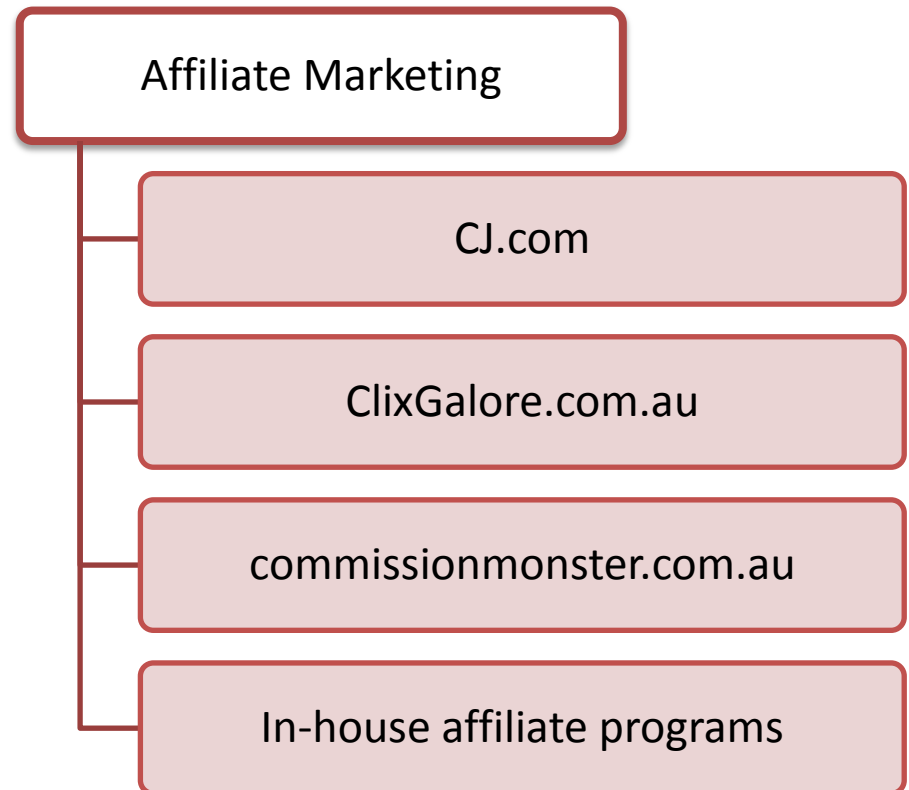
# Online Public Relations (PR)

- Writing
- Distribution
- Reach
  
- PRNewswire
- PRWeb
- ThePR.com.au



# Affiliate Marketing

- Safe
- Measurable
- Product Reputation?
- Brand Perception?



# Social Media Marketing (SMM)

- Strategy
- Platform Targeting
- Engagement
- Measuring

```
graph TD; SMM[SMM] --- Twitter[Twitter]; SMM --- Facebook[Facebook]; SMM --- GooglePlus[Google+]; SMM --- Stumbleupon[Stumbleupon];
```

SMM

Twitter

Facebook

Google+

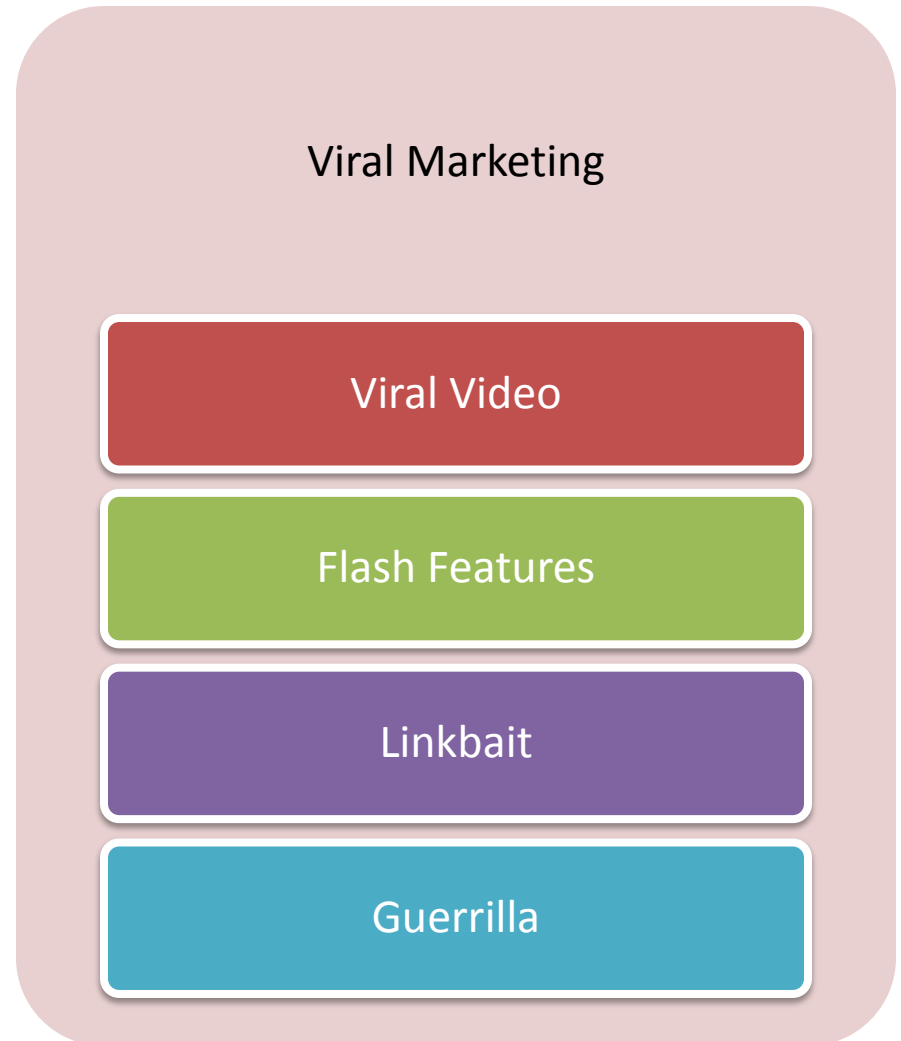
Stumbleupon

# Social Media Tools

- Facebook Analytics
- Topsy
- Youtube Insight
- Tweetstats
- bit.ly
- Twitter Analyzer
- Klout
- Social Mention
- Twitter Counter
- Backtype
- Boardreader
- CoComment
- Hootsuite
- Yahoo Site Explorer
- Omgili Graphs
- IceRocket
- Compete

# Viral Content Campaigns

- Unpredictable
- Massive Potential
- Can Go Wrong
- Concept Design
  - Brainstorming
  - Draft
  - Develop
- Distribution
- Measuring



# Viral Examples

- [http://www.mobicity.com.au/marketing/Infographic/mobile\\_phone\\_usage.html](http://www.mobicity.com.au/marketing/Infographic/mobile_phone_usage.html)
- <http://www.tradingpost.com.au/mostexpensiveclassiccars/LandingPage>
- <http://www.getprice.com.au/hot-guy-map.html>
- [http://analogik.com/acid\\_trip/](http://analogik.com/acid_trip/)
  - [http://analogik.com/acid\\_trip/acid\\_trip.html](http://analogik.com/acid_trip/acid_trip.html)
- <http://www.giantstars.de/>
- <http://www.youtube.com/watch?v=aakvZH1Uzd4>

# Conversion Rate Optimisation (CRO)

- Split Testing
- Multivariate Testing
- Click-Through-Rate Improvements
- Purchase-Process Simplification



Setting Goals

Tracking  
Conversion

Testing

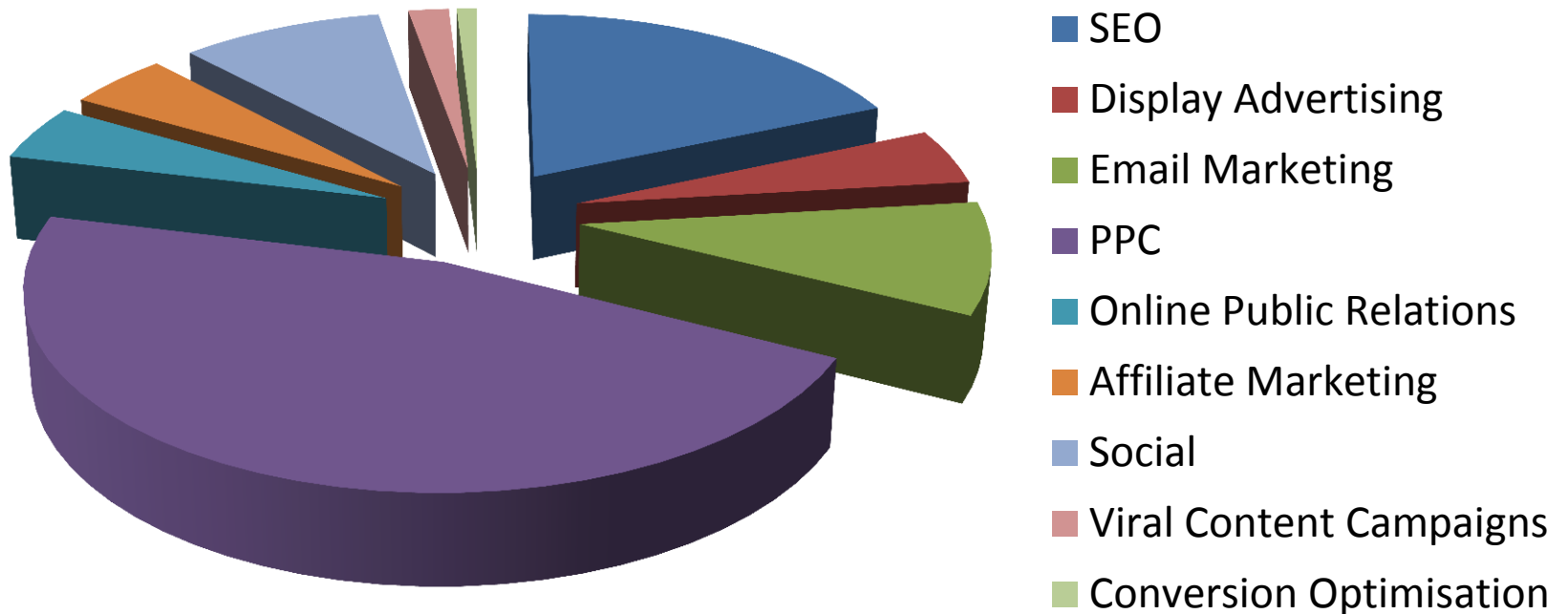
Implementing

# CRO Tools

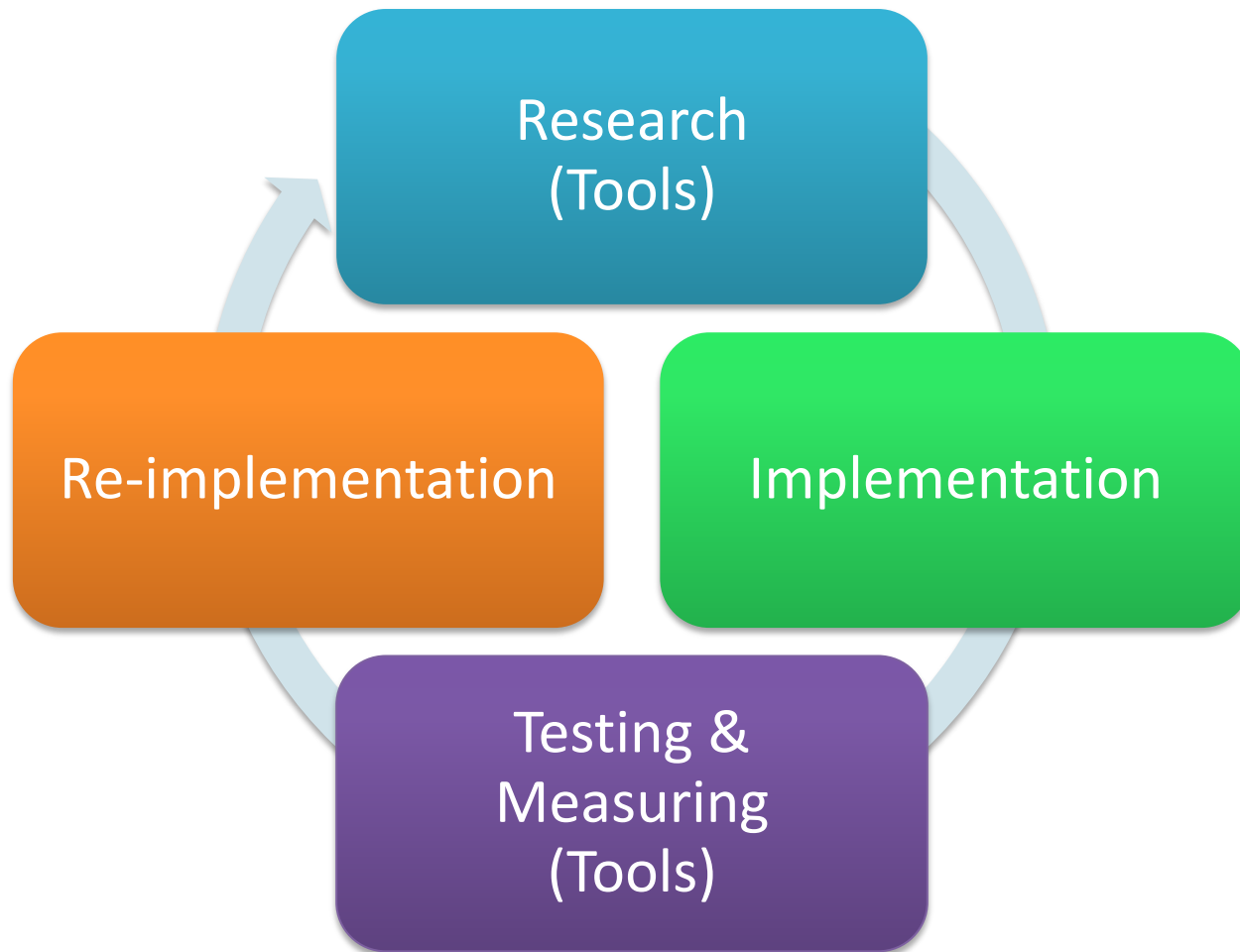
- <http://www.feng-gui.com/>
- <http://www.clicktale.com/>
- <http://www.crazyegg.com/>

# Channel Mix

Sales



# Campaign Design



# Selection Criteria

- **Company Goals**
  - Brand Awareness
  - Education
  - Raw Traffic
  - Sales
- **Budget**
- **Available Talent**

	Marketing Channel	Average ROI	Average Effort	Average Cost
Tier 1	Conversion Rate Optimization	High	High	Mid
	Search Engine Optimization (SEO)	High	High	Mid
	Email Marketing	High	Mid	Mid
Tier 2	Viral Content Campaigns	Mid	High	Low
	PPC Advertising	Mid	Low	High
	Affiliate Marketing	Mid	Mid	Mid
Tier 3	Display Advertising	Low	Mid	High
	Social Media Marketing	Mid	High	Mid
	Online Public Relations	Low	Mid	Mid

This chart represents the opinions of Rand Fishkin from SEOmoz and his interactions/anecdotal experiences with other marketers only.

# Tools: Launching a Product

- Phrase Research: Keyword Tools
- Google Trends
- Google Insights for Search
- Google Ngram Viewer
- Social Signals & Product Perception
  - Knowem
  - Google Alerts
  - Trackur
  - Google Suggest (Competitor Strength)
- Search Verticals
- Product Images

# Tools: Google Keyword Tool

## Find keywords

Based on one or more of the following:

Word or phrase (one per line)


flux capacitor

☒ Only show ideas closely related to my search terms

## Match Types ?

- ☒ Broad
- ☐ [Exact]
- ☐ "Phrase"

# Tools: Google Keyword Tool

**Locations and languages** 

Antigua and Barbuda

Argentina

Armenia

Aruba

Australia

Austria


All Languages


English


Japanese

German

Portuguese

**Include specific content**  ☐ Include adult ideas

**Show Ideas and Statistics for**  Desktop and laptop devices

**Filter keywords**  Local Monthly Searches  $\geq$   [Remove](#)

[+ Add another](#)

# Tools: Google Keyword Tool

Search terms (1)

<div><div></div><div>Keyword</div></div>	Competition	Global Monthly Searches <div>?</div>	Local Monthly Searches <div>?</div>
<div><div></div><div>☆ flux capacitor</div></div>	<div></div>	33,100	1,600

Go to page:

1

Show rows:

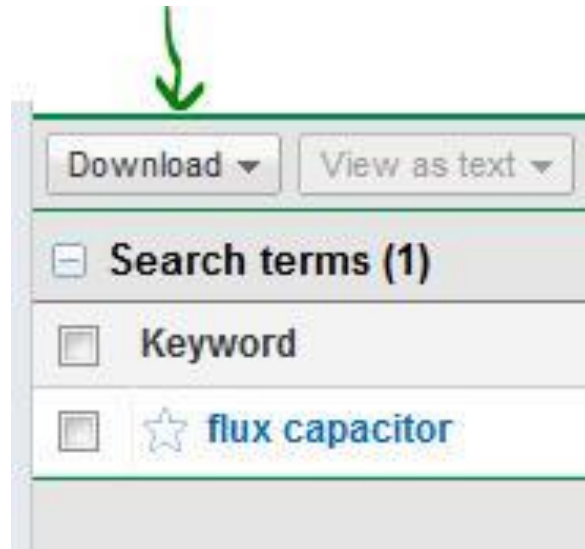
15

1 - 1 of 1

Keyword ideas (36)

<div><div></div><div>Keyword</div></div>	Competition	Global Monthly Searches <div>?</div>	Local Monthly Searches <div>?</div>
<div><div></div><div>☆ flux capacitor for sale</div></div>	<div></div>	390	46
<div><div></div><div>☆ flux capacitor t shirt</div></div>	<div></div>	320	22
<div><div></div><div>☆ back to the future flux capacitor</div></div>	<div></div>	1,000	46
<div><div></div><div>☆ buy flux capacitor</div></div>	<div></div>	210	16
<div><div></div><div>☆ flux capacitor ebay</div></div>	<div></div>	73	12
<div><div></div><div>☆ delorean flux capacitor</div></div>	<div></div>	390	16
<div><div></div><div>☆ the flux capacitor</div></div>	<div></div>	1,900	1,600
<div><div></div><div>☆ flux capacitor back to the future</div></div>	<div></div>	1,000	46
<div><div></div><div>☆ flux capacitor shirt</div></div>	<div></div>	390	22
<div><div></div><div>☆ time flux capacitor</div></div>	<div></div>	320	16
<div><div></div><div>☆ flux capacitor quote</div></div>	<div></div>	390	12
<div><div></div><div>☆ capacitor flux</div></div>	<div></div>	33,100	1,600

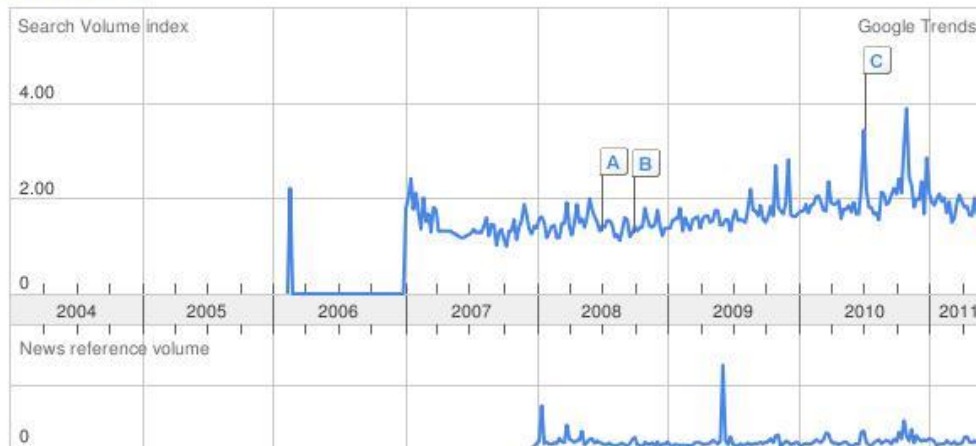
# Tools: Google Keyword Tool



# Tools: Google Trends

flux capacitor

1.00



- A [FirstCuts: McFlys Hyperdunks Release In LA: Flux Capacitor Included With Kicks](#)  
SportingNews.com - Jul 3 2008
  - B [I'm outta here soon as fix the the flux-capacitor](#)  
Atlantic Online - Sep 29 2008
  - C ['Back to the Future': paying proper tribute to the flux capacitor](#)  
Washington Post - Jul 6 2010
- [More news results »](#)

## Regions

- [United States](#)
- [New Zealand](#)
- [Australia](#)
- [Canada](#)
- [Ireland](#)
- [United Kingdom](#)
- [Netherlands](#)
- [Germany](#)
- [Spain](#)

## Cities

- Austin, TX, USA
- Philadelphia, PA, USA
- Orlando, FL, USA
- Richardson, TX, USA
- Houston, TX, USA
- Chicago, IL, USA
- St Louis, MO, USA
- Tampa, FL, USA
- Boston, MA, USA
- Los Angeles, CA, USA

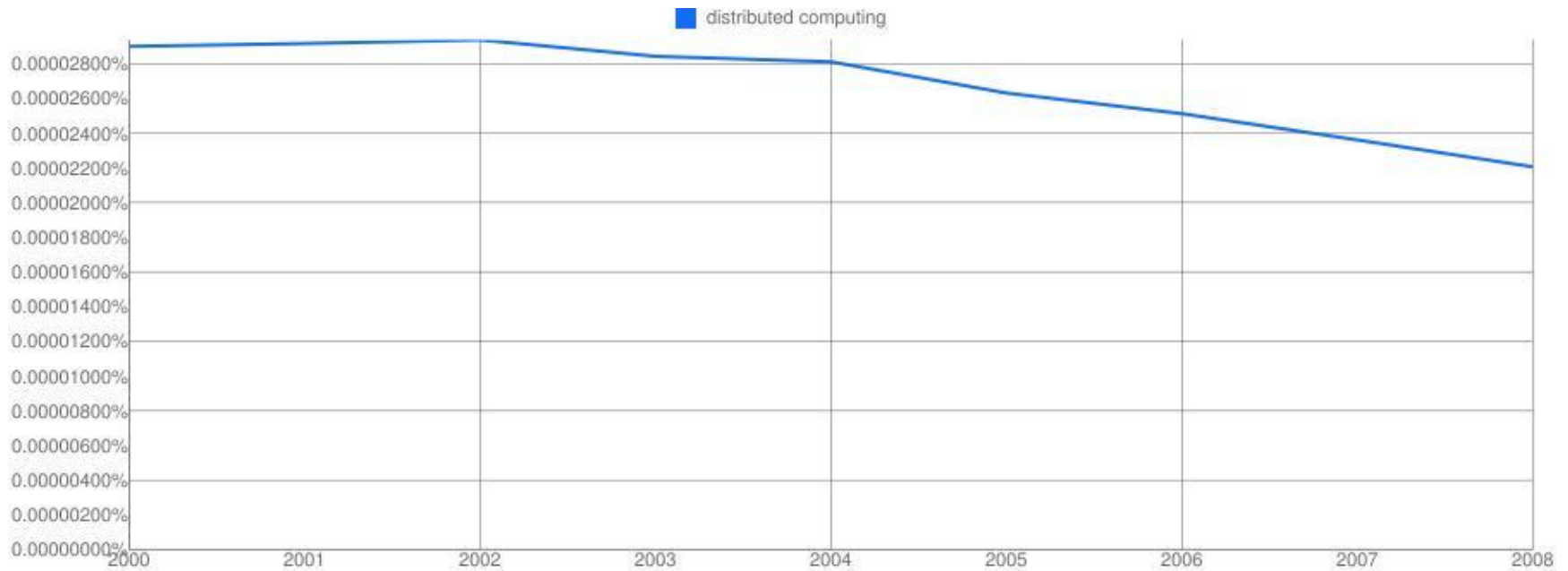
## Languages

- English
- Dutch
- German
- Spanish
- French



# Tools: Google Insights for Search





# Tools: Google Ngram Viewer



# Tools: Google Suggest

atlassian is hiring	 	Search
atlassian is <b>hiring</b> atlassian is <b>open source</b> atlassian is <b>helping</b>		

windows 7 is  not genuine	 	Search
windows 7 is <b>not genuine</b> windows 7 is <b>not genuine fix</b> windows 7 is <b>slow</b> windows 7 is <b>not genuine crack</b> windows 7 is <b>awesome</b>		

how to buy adobe  fonts	 	Search
how to buy adobe <b>fonts</b> how to buy adobe <b>photoshop</b> how to buy adobe <b>bridge</b> how to buy adobe <b>student edition</b> how to buy adobe <b>connect</b>		

# Tools: Social Signals & Product Perception

## **Knowem**

Enables you to check availability and register your product name or brand online in hundreds of different places at a relatively low cost preventing false profiles and malicious misrepresentation by competitors. Link: <http://knowem.com/>

## **Google Alerts**

Practically a standard in reputation management and monitoring. Easy to set up but not as good with picking up real time buzz from Twitter and Facebook.

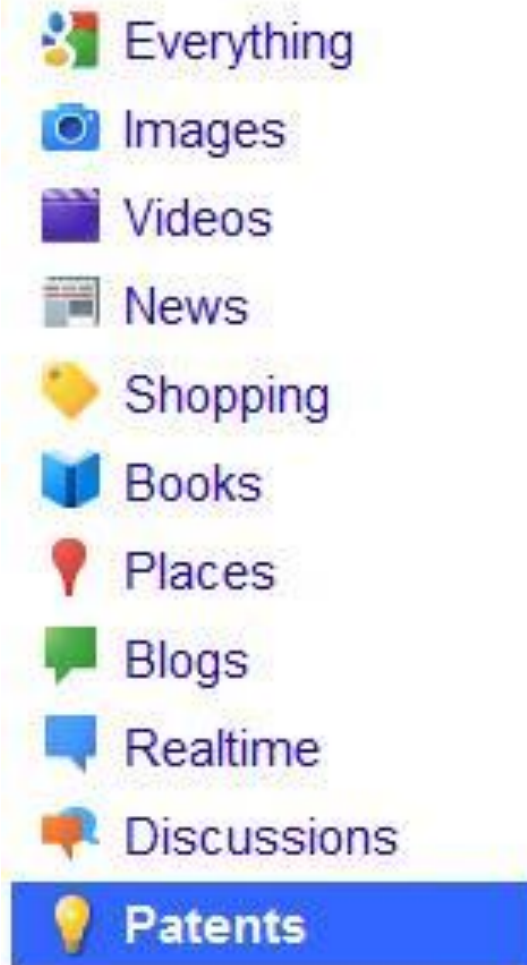
Link: <http://www.google.com/alerts>

## **Trackur**

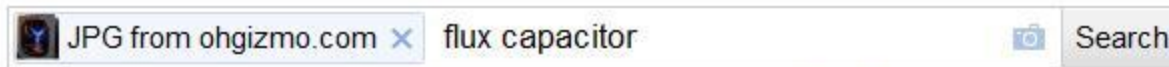
Offers a variety of white-labelled social media monitoring tools.

Link: <http://www.trackur.com/>

# Tools: Search Verticals



# Tools: Product Images



About 247 results (1.12 seconds)

[Go to Google.com](#) [Advanced search](#)



Image size:  
224 × 243

Find other sizes of this image:  
[All sizes](#) - [Small](#)

Best guess for this image: [flux capacitor](#)

[DeLorean time machine](#) - [Wikipedia, the free encyclopedia](#) 🔍

Jump to [Flux capacitor](#): The **flux capacitor**, which consisted of a regularly squared compartment with three flashing Geissler style-tubes (arranged in a ...  
[en.wikipedia.org/wiki/DeLorean\\_time\\_machine](https://en.wikipedia.org/wiki/DeLorean_time_machine) - [Cached](#) - [Similar](#)

[ThinkGeek :: Flux Capacitor Replica](#) 🔍

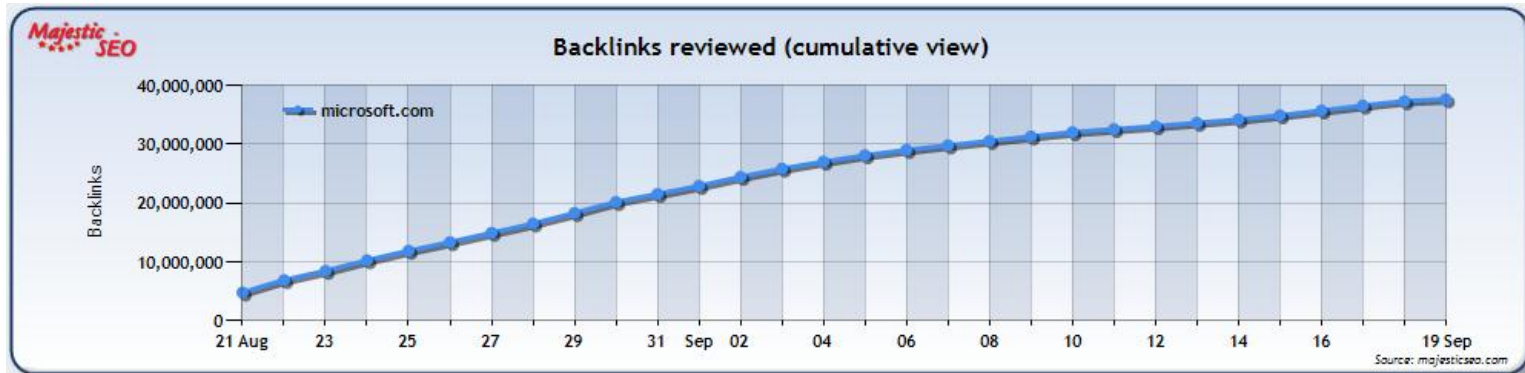
**Flux Capacitor Replica** - Just add 1.21 gigawat's of power, and you, too, can go back in time. 19 images  
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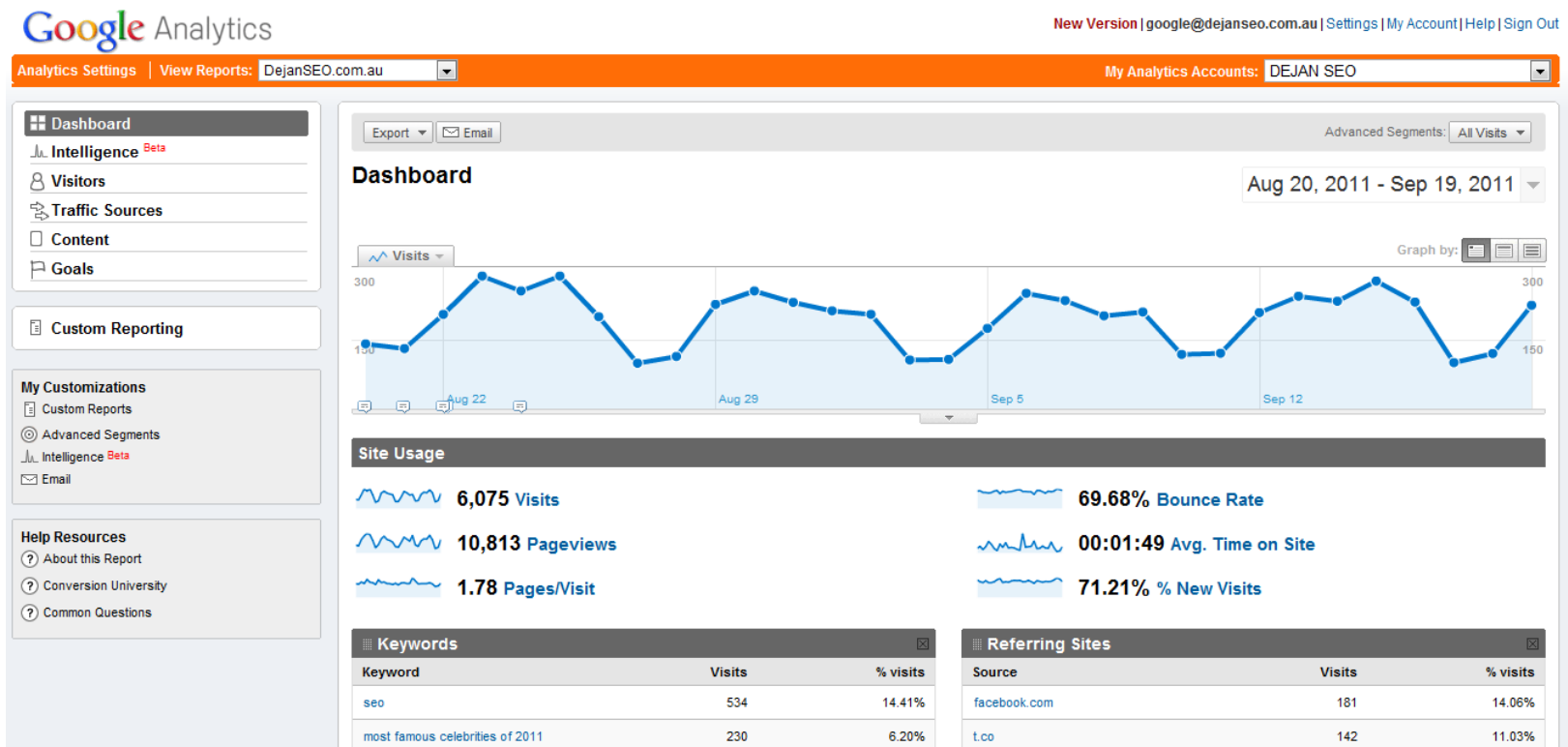
# Tools: Competitor Strength

- Google site: command
- Open Site Explorer: <http://www.opensiteexplorer.org/>
- Majestic SEO: <http://www.majesticseo.com/>



# Measuring Performance

- Google Analytics: <http://www.google.com/analytics/>
- Webtrends: <http://webtrends.com/>
- Piwik: <http://piwik.org/>
- Awstats: <http://awstats.sourceforge.net/>



# If Time Permits: Additional Resources

- <http://blog.nielsen.com/nielsenwire/social/>
- <http://www.seomoz.org/article/social-media-marketing-tactics>
- Reputation Management:
  - <http://dejanseo.com.au/reputation-management/>



<http://dejanseo.com.au/griffith>