

# 10 Steps to Integrated Web Marketing

Entrepreneurial Series DAY FIVE: Integrated Web Marketing

## I. Step One: BRANDING

- Who are you? What do you do? How do you do it?
- Your company's image goes beyond your logo

**Action Item: brainstorm on how you want to be perceived by the world and create your business concept to fit that mould.**

## II. Step Two: Create a Marketing Strategy

- Ensuring all marketing has a strategy, common message, and target markets are clearly identified with each campaign.
- Your marketing strategy should identify a common message and target markets
- Understanding Your Target Market: demographics, market share, and tie in financials
- Understanding the Marketing Mix: The 4 P's
  - 1) Services and Products
  - 2) Place (Where can people find your products and services?)
  - 3) Price
  - 4) Promotion (social marketing)
  - 5) People (implementation)
- Competitive Climate (understand who your competitors are and how you can reach your market more effectively)

**Action Item: create a marketing strategy with target market, 5 P's, competitive edge, and financial projections based on marketing strategy implementation.**

## III. Step Three: WEB INTEGRATION

- Interactive web review to ensure web integration with social networks, marketing tracking, and other branding and marketing campaigns.
- Should tie in your common message and featured products
- Free templates
- Can use word press blogs to design website either use the version on their server at wordpress.com or download a free shareware version at wordpress.org
- Meta keywords and tags
- Become somewhat tech savvy so that you can communicate with your web designer
- All of your marketing efforts should funnel to your point of purchase

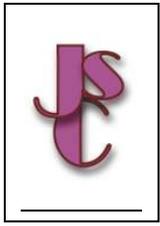
## IV. Step Four: SEO KEYWORD ANALYSIS

- SEO keyword analysis, meta tags, search engine placement
- Google Keywords

## V. Step Five: SOCIAL MEDIA CAMPAIGN

## VI. Step Six: EMAIL CAMPAIGN

Constant Contact is a great tool. [www.constantcontact.com](http://www.constantcontact.com)



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## VII. Step Seven: TRAFFIC ANALYSIS

- Analysis on social marketing efforts, regular monthly reports that detail web stats, number of visits, campaigns used during this time period
- Google Analytics [www.google.com/analytics](http://www.google.com/analytics)

## VIII. Step Eight: AGGRESSIVE BLOG MARKETING

Link and article placement on multiple blogs

## IX. Step Nine: MARKET ANALYSIS AND CAMPAIGN TRACKING

Market analysis and campaign tracking

## X. Step Ten: ADVERTISING

- Google Adwords and Facebook Ads (cost per ad can be based on per click or flat rate dollar amount)
- CPM: cost per mille (cents per thousand), pre pay advertising,
- Having companies advertise on your websites
- They will want to know everything the ground work you've laid in the first 9 steps

## Bonus: WEB CONTENT REVIEW

Reviewing marketing materials to support branding and consistent campaigns