SME WORKSHOP: MARKETING ON A BUDGET
BUILDING SUCCESS USING COST EFFECTIVE DIGITAL MARKETING

NETCLUES • NOVEMBER 2015
I'm Jay.
Meet Rahul.
I work with these guys & Kartik.
This presentation is to share WHAT I FOUND WORKS in ONLINE marketing so YOU CAN TRY TOO.
Profitable businesses look like this.

\[
\begin{align*}
\text{Buy low} & \quad < \quad \text{Sell High} \\
\text{Cost to acquire customer} & \quad < \quad \text{Customer lifetime value}
\end{align*}
\]
The game?
Find and attract customers for less cost than they contribute.
Marketing in a nutshell.
WHAT DO YOU THINK DIGITAL MARKETING IS?
8 key components to developing a successful marketing campaign:

- Content Marketing
- Online Retail Sites
- Mobile Marketing
- Social Media Marketing
- SEO
- Email Marketing
- Customers Are Key
- Web Design
Digital Marketing is a BIG & GROWING PROBLEM in EVERY organisation.
But why..?
Marketing?
Isn’t that just coming up with fancy ideas?
Marketing?
Ah, we don’t really have time for that.
Marketing?
Oh yeah... that’s not really necessary.
Customers?

“We don’t need more customers”
NONSENSE.
Every Business needs customers.

HOW ARE CUSTOMERS FOUND THESE DAYS?
Word of Mouth
- Referrals
- Brand Awareness

Traditional Marketing
- RADIO
- TV
- PRINT

Digital Marketing
- SEO
- Online Marketing
- Banner Ads
- Social Media Marketing
- & more...
Basics

1. Software & Structure
   1. Host
   2. Design
   3. CMS & Content

2. Set Target Market
   1. Who to Market too?
   2. What Platforms to use?

3. Proper Expectations
   1. Expected Returns on Investments
   2. Proper Conversion Tracking
   3. Reasonable Expectations to Start!
Agenda

- Search Engine Optimisation
- Online Marketing/Paid Ads
- Social Network Marketing
SEO

- WHAT IS SEO?
- WHY IS SEO IMPORTANT?
- SEO BASICS
  - Keywords
  - On Page SEO
  - Off Page SEO
- MEASURING RESULTS
- TOOLS
WHAT DO YOU THINK SEO IS?
SEO Refers to Search Engine Optimisation which is a technique that helps rank your website higher organically.
This helps more people who are looking for your product or service to find you.
HOW DOES GOOGLE DECIDE?

ANY GUESSES?
PICKING KEYWORDS

- **Search Volume** (Goal = High)
- **Relevance** (Goal = High)
- **Difficulty or Competition** (Goal = Low)
• Find how many people search that term and Average Competition?
On Page SEO

- Page Title
- URL
- Heading Tags
- Page Text
• Description

Cayman Islands Submarine Tour, Cayman Underwater Tour ...  
https://www.caymanislandssubmarines.com/

Cayman Islands Submarine and our Observatory allows you the complete range of quality underwater experiences without getting wet. The Cayman Islands are ...

30 S Church St, George Town, Cayman Islands  
+1 345-949-7700  
Book Now - Submarine night dive

• Alt text on images

SUBMARINE NIGHT DIVE  
Experience Cayman's Underwater World at Night!  
BOOK NOW
Off Page SEO

- Page Rank
  - How important Google thinks your site is
  - 0 to 10 (Higher the better)

- Inbound Links
  - Web pages that link to you
  - Webmasters

- Link Anchor Text
  - The text that is in the link to you
Link Building Tips

• Directories
• Partners
• Content is king
  • Start a blog, join the blogosphere
  • Create a tool (WebsiteGrader.com)
  • Other: viral videos, photos
• Press Releases
• Social Media
• Answers, Forums, Wikis
HOW DO YOU MEASURE?
Doing SEO Yourself

• It’s not rocket science.
• Content is king.
• Read lot of blogs.
• Invest in great tools.
• Start small and work your way up.
• Track, so you learn what works.
WHAT NEXT?
Online Advertising

Building Successful Search Advertising Campaigns
Agenda

• WHAT IS SEM?
• WHY IS SEM IMPORTANT?
• SEM BASICS
• TOOLS
WHAT DO YOU THINK SEM IS?
Search Engine Marketing (SEM) is the process of promoting and marketing a website through paid advertising on search engines.
This helps to enhance visibility of your brand for reaching out to target audience inorganically.
WHY SEM IS IMPORTANT?

- First page exposure on top search engines.
- Immediate boost in traffic.
- More Control over Ads.
- Precisely Target your Audience.
- Track Return On Investment.
TYPES OF SEM AD

Google
bing | Yahoo! Search
blogads
facebook
amazon Product Ads
Retargeter
WHY CHOOSE GOOGLE?

Google 65.4%
What is Google Ads?

Google Adwords is the system Google has developed to assist you in **marketing your products or services** in the Google Search Engine, and its affiliate sites, via the use of a placed text ad that appears when people search for phrases related to your offering, this appears as a “**sponsored link**”.
TYPES OF GOOGLE AD
TEXT AD EXAMPLE

These are Google Ads

Real Estate: Grand Cayman - CaymanRealEstateAds.com
Ad www.caymanrealestateads.com/
Free For Sale Ads (by CaymanPal). Condos, Homes and Land with Views

Cayman Property For Sale - irgcayman.com
Ad irgcayman.com/CaymanPropertyForSale
Wide selection of home & commercial property for sale or rent? Call Now
Cayman Real Estate News - Property Market Reports - Commercial Property

Cayman Real Estate - azurerealtycayman.com
Ad www.azurerealtycayman.com/ +1 345-945-2987
Cayman Islands Real Estate Company Give Us A Call To Learn More!
Developments - About Us - Contact Us - Azure Team

CIREBA: Cayman Real Estate, Cayman Islands Property ...
www.cireba.com/
CIREBA is a largest property portal in cayman islands. Through our multiple listing
system you can search thousands of properties.
Multiple Listing System - New to Market - Commission Rates - Stamp Duty

Cayman Real Estate Company
No reviews • Real Estate Agency
N Church St. • +1 345-945-3333
Closed now
Directions

Dreamfinders - RE/ MAX Cayman Islands
Cayman Real Estate Company
easyCayman
Owen Roberts International Airport
Map data ©2015 Google
AD EXTENSION

Google Search Result for Cayman Submarines

Ad Extensions

Atlantis Submarines - CaymanIslandsSubmarines.com
Captivating Experience of Real Submarine Dive. Book Online & Save
On Trip Advisor - Highly Recommended

Submarine Night Dive
Cayman Submarine: Night Dive
Online Price Adult: $99 Child: $59

Submarine Day Dive
Cayman Islands Submarines: Day Dive
Online Price Adult: $84, Child: $54

Cayman Islands Submarines

Cayman Islands Submarine Tour, Cayman Underwater Tour...
https://www.caymanislandssubmarines.com/
Cayman Islands Submarine and our Observatory allows you the complete range of quality underwater experiences without getting wet. The Cayman Islands are...

30 S Church St, George Town, Cayman Islands
+1 345-949-7700
Book Now - Submarine night dive
DISPLAY AD EXAMPLE

These are display ads.
REMARKETING AD EXAMPLE

How to look great for Christmas party season

BlackBerry® Curve 9300. Buy now

Editor's picks:
- Wesley Snipes to start jail term
- X Factor pair miss secret concert
- Katie Price banned from Driving
- Irish singer wants Corrie role
- £2m lottery price still unclaimed
- Kate will top baby names list
- Teacher email 'had 14 errors'
- Illicit knife carriers 'avoid jail'
How Does Adwords Work?

1. Create your new campaign.
2. Research and enter relevant keywords related to your products or services.
3. Place a bid on each keyword.
4. Write short ads that Google will display based on keyword groups and geo-targets.
5. A customer comes across your ad by searching for one of your keywords.
6. They click on your ad, and depending on your bid, you will pay a certain amount for that click.
How Does Google Rank Ad?

Once you enter the Google auction, Google determines your ranking by looking at two factors: your *maximum bid* and your *quality score*.
How is Quality Score Determined?

Quality score is determined by a number of different factors.
HOW DO YOU MEASURE?
Why use an agency?
Do it Yourself.

- It takes time to setup campaign but high returns
- Start small and work your way up
- Google Blog & Webinars
SOCIAL MEDIA MARKETING
What is Social Media?
WHY?

Do you really need to use SOCIAL MEDIA.
The short answer is **YES**, you need social media
TOP REASONS

• Your customers are already using it.
• Showcase Your Brand
• You will find customers you didn’t know existed.
• It will give you a competitive advantage.
• You can respond to problems immediately.
• It will get you more sales.
• Boost traffic and search engine ranking
• Decreased Marketing Costs.
• and above all ....... It’s free.
WHAT IS BEST FOR MY BUSINESS?
LOOK AROUND....
CREATE PAGE
Best practices to manage social media pages

• Share frequently throughout the week. I suggest posting three times a week if not daily.
• The point is not going for likes but to provide good content, tips etc.
• Make sure you respond to comments left on your post
• Social Media is based on engagement and communications
• Build relationships online
• Explore what's the trend
TOOLS

- CMS website push technology
- Tools
Social Media Ads
Facebook Sponsored Ads

Dollar Shave Club

Don’t shave for weeks and weeks with a crusty razor because new ones are so expensive. Shave with a fresh blade anytime you want for only a few bucks.

Try Dollar Shave Club.
4 Best Facebook Advertising Tips

1. Create multiple versions of the ad
2. Use the “Call to Action” button
3. Create a custom landing page
4. Promote a discount or sale
QUESTIONS