



GUIDE TO GETTING STARTED WITH

Integrated Marketing

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making marketing marvelous

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Introduction



Are you an Internet marketing maven? Or, have you just begun to tap into Social Media, Email Marketing, Twitter, Facebook, and maybe even, Marketing Automation? Are you still struggling to understand the value of all this "stuff" being talked about regarding marketing? Many small businesses are benefiting from "Internet" marketing, but many more are finding it hard to justify spending even small parts of their marketing budgets or time on these "trendy," relatively new tactics. Especially, when they aren't even sure if they are doing things correctly and seeing any tangible benefits.

Online marketing has been touted as the solution that will help you connect with new prospects by giving them ways to find and learn about you – without costly traditional "interruption marketing" techniques like direct mail, telemarketing, print, tv, and radio. It is said, that online marketers will see a noticeable increase in sales. However, be warned: Internet marketing alone may not be the silver bullet some gurus claim. It must be incorporated in a fully integrated strategic mix if you are to see true bottom-line results. Unfortunately, it is all too easy to find agencies and pundits selling social-media marketing and online marketing as if it was the best thing since sliced bread. While we believe that it is pretty darned great at what it does, common sense will tell you that if it sounds too good to be true, it probably is. Just like most tools, you have to use it properly to have the desired effect.

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This guide is written with the goal of helping small businesses integrate their marketing efforts for fullest effect. Within these pages, we cover what should be included in a small business' marketing mix – a well-balanced combination of thoughtfully applied tactics, including traditional and Internet marketing. As a small business owner, you are bottom-line focused and cost-conscious. And, like most small businesses, you, the owner, most likely have great skills and knowledge relevant to your particular industry. But probably, you had to become a marketer out of necessity, not out of passion or past experience.

Stay with us as we help you map out an integrated marketing plan that will help you derive profits like you have never known. We will explore some misconceptions about Internet marketing. And we discuss what we believe is the essential marketing mix to dramatically improve the results of your efforts, no matter your industry, product or service.

FACT:

The Internet has fundamentally changed the way people find, discover, share, shop and connect.

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Internet Marketing 101



Audiences everywhere are tough. They don't have time to be bored or brow beaten by traditional, outbound advertising.

We need to stop interrupting what people are interested in and be what people are interested in.

Craig Davis
Chief Creative Office, Worldwide
J. Walter Thompson
(World's 4th Largest Ad Agency)



The days of relying solely on direct mail, industry events and trade shows, cold calls, and print advertisements are over. The fact is, people tune out most forms of traditional "interruption" marketing. We all screen telemarketing calls, zap TV commercials, and "circular-file" direct mail. Your prospective customers are no different. Consumers today can afford to tune out interruption marketing because they can educate themselves through Internet channels before ever considering to buy your services or products. Google allows them to research options from their home, office, or phone. Review sites offer trustworthy endorsements of services and products. Word-of-mouth social media has completely changed the communication and marketing landscape.

Internet marketing helps your prospects find you. It can direct them, step by step, to your front door, and even put an offer in your best customer's hand if they visit frequently...automatically.

Your customers are more in control of their buying decisions today than at any time in history. They are self-educated, predominantly via their research online or the advice of their trusted network. The role of marketing today is less about who can yell the loudest (have the biggest marketing budgets) and more about helping leads (prospective customers) find, and come to trust, you.

Internet marketing is a way of reaching potential customers where they are now (watching TV, walking, sitting in a cafe), not where they might be at some point in time. In fact, as traditional marketing gets less effective and more annoying, Internet marketing takes on a bigger role in your integrated marketing mix, or it should, if you plan on staying profitable. That said, just being online is not enough. Small businesses need to take strategic steps to benefit in this virtual market place. (for example: Being online does not mean just having a

free listing on a group site. If your only online presence is on a large aggregator site where multiple businesses are listed in one venue, prospective customers will find it hard to learn the value you bring to the relationship.)

So what is Internet marketing? Our definition of Internet marketing is:

First, Internet Marketing flips the concept of marketing a 180 degrees, so you become a company that customers seek help from, rather than a company that needs customers. It is a strategic vision that aims to help your company become the resource for your potential customers, and the tactics that then direct potential customers to your company. It is about creating a relationship with your customers before they buy, as they buy and after they buy, your product or service.

Internet marketing is about offering real value to your customers through interesting, informative, and even entertaining articles, videos, blog posts, and images and then optimizing and distributing those across online channels so it can be found by – and hopefully engage – prospective buyers.

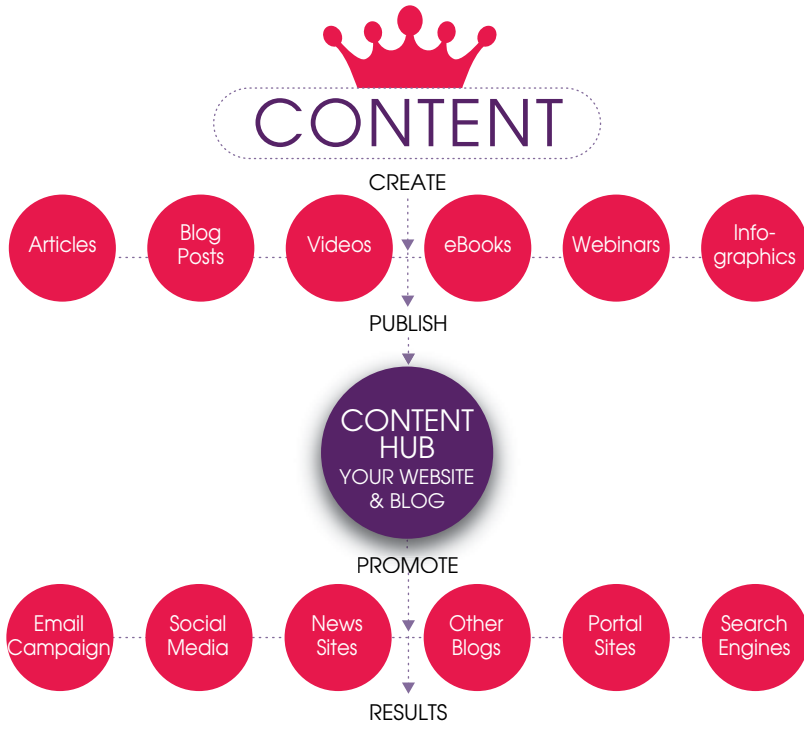
Fortunately, when a buyer is actively searching for information or passively browsing for entertainment or seeking to be educated, they are much more positive about and open to materials that can really help them. In other words, they feel less like they are being "marketed to." And instead, engaging in a conversation. It is here where you begin to initiate and build a relationship with them. When implemented with a solid strategy, this technique returns remarkable results.



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The Foundation of
Internet Marketing:
Remarkable Content



INCREASED VISIBILITY	Blogs raise site visits by 55%. Sites w/ blogs get 97% more inbound links than those without.
WIDER, FASTER REACH	Blogs give sites 434% more indexed pgs & 97% more indexed links. More pages + more links = bigger slice of the online pie
WORD OF MOUTH	WOM is main factor in > 50% of purchases. Interesting content is in top 3 reasons users follow brands. Users promote brands they follow / like.
GREATER EFFECTIVENESS	Social media content boosts sales: 60- 70% of buyers are from SM sites. 63% of companies say SM content increases marketing effectiveness.
BRAND AWARENESS GROWTH	70% of buyers prefer learning about companies via articles over ads. 60% of buyers feel better about a company after reading its content.
INCREASED SALES & BUSINESS	3 in 4 marketers cite compelling content as main factor in closing sales. Blogs are 63% more likely to influence purchase decisions than Print ads.

Because Internet marketing relies on content (articles, videos, blog posts, and images) to engage with prospects and customers, the quality and appeal of that content must be truly valuable to your prospects. The best website in the entire world won't make you a dime unless people come to it and find themselves engaged with the content they find there. To gain the greatest marketing reach, your content must be worthy of remarks--their remarks. You must offer content that begs to be shared, that teaches something new and inspires action. In other words, you must provide material that is relevant to your prospective buyers, helping them see how to overcome their current issues or achieve their goals.

The best website in the entire world won't make you a dime unless people come to it and find themselves engaged with the content they find there.

Mure Media was established to help our clients learn to create remarkable content, with our help or on their own. Clients advance their skills and acquire new ones through our vast offering of articles, webinars, white papers, eBooks, slide presentations, videos, infographics and more.

Your business' remarkable content is the 'stuff' that gets shared via blogs, third-party sites, and social media channels where prospects 'encounter' you. Viewing, reading and listening to YOUR great piece of online content is the fundamental step in moving a random online user to a prospect.

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Examples of a
Small Business'
Marketing in Action



An Effective Small Business' Marketing in action:

- Articles get written
- Blog Posts share key points from the article
- Social Media spreads the news
- Books/eBooks are offered to interested viewers
- Brochures are mailed by-request only
- Case Studies are generated from real customers
- Demos offered via webinar
- Email marketing is automated and strategically tactical
- Free Trials / Free Downloads
- Images are personalized
- Information Graphics offer real help
- Live Events
- Specialized Landing pages/ product /product specific mini-websites
- Online Courses
- Podcasts/Videocasts
- Presentations
- Press Releases
- Product /Product Data Sheets
- Reference Guides
- Resource Libraries

The list goes on.

We know it can be overwhelming to consistently generate a steady stream of content. So turn to other resources, whether inviting other people besides yourself and your business' staff – such as industry experts and bloggers – to contribute content, or curating content on a theme that appeals to your target audience. The bonus? By surrounding your own content with that from third parties, you're seen as a trusted resource and your credibility rises.

- RSS/XML Feeds
- Surveys
- Radio/TV/Web TV
- Videos
- Webinars/Webcasts
- White Papers
- Widgets
- Workbook

FACT:

Inbound, integrated marketing tactics just don't generate leads, they generate revenue, and cost 63% less.

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Stop thinking of the
web like print.
SEO & Social Media

FACT:

Most people begin their buying experience with online research to compare brands, services, product and read reviews. Their decision-making process starts online.

Effective search engine optimization (SEO) can be the difference between being on the web and being a success with Internet marketing. SEO is about increasing the visibility of your personal business' website to the people who matter, your target customers. The content you publish – the words, the images, the videos -- help you rank higher in organic search results (i.e., not paid advertisements on search engines). The higher your business' website ranks in a search engine's results pages (SERPs), the more likely someone will find and click on the link to your site. Google and Bing base much of their placement of links they provide on the "authority" of the author(s) / website. And this authority is measured by inbound links, depth of content, author credibility (how frequent someone publishes), and practical things like how the web page is constructed, among others.

One great side benefit of increased authority is that once your site starts ranking higher, all future content will enjoy a lift of greater visibility, as well. And the steady flow of additional content you produce in your blog, your videos and your articles, will help you maintain that search engine ranking. You'll be creating Remarkable Content!



... remarkable is something that other people find interesting enough to remark upon... Find things that are “just not done” in your industry, and then go ahead and do them.

Seth Godin
Entrepreneur, public speaker and author
of 14 bestselling marketing books.
Pioneered the idea of permission marketing.



Remark-able-- Stand out from the crowd

This is where the power of social media really starts to work. If one of your readers/viewers finds the content you published worthy of sharing with their circle of acquaintances, you expand the reach of that content, sometimes exponentially. So fall in love with Facebook, Twitter, LinkedIn, and your blog.

Even though many say Internet marketing is a replacement for traditional forms of marketing, it's not a silver bullet that can stand alone. Used together, blogs, SEO, and social media can help drive traffic to your site(s). But, with careful planning, and effective strategies, you generate even more awareness of your business. Ensure that customers and potential customers who find you through Internet marketing end up becoming customers. Mure Media offers clear, informative consultation to teach you the specific steps to become a smarter, more effective marketer.

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Benefits of
Guidance from
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Mure Media Services

Branding & Corporate Identity

Digital & Print Collateral Design

Inbound Marketing

Mobile Development

Social Media Marketing

Business Blogging

Virtual Marketing Department

Web Development

Ecommerce

Email Marketing

Lead Development

Lead Nurturing

Marketing Automation

and more...

Today's consumers can educate themselves. They can solve almost all their own problems and find solutions cheaper and faster than you can say "search." So what will bring them to YOUR business? You are different. You offer something they cannot get from just anyone. You offer, well, fill in the blank. Do you offer peace of mind for the new customers? A problem solved correctly and efficiently the first time, to both new customers or current ones? Truly a better product or service? Of course you do. So make that difference known. Market remarkably! And it doesn't have to cost you a fortune. Effective marketing is always cost-effective, if you gain customers. A dollar spent on trash that gets you nothing is a very expensive investment, indeed.

The Internet is full of marketing tips, marketing advice, and marketing experts—but most of what is out there is either too basic, inaccurate, too complex or simply not pertinent to a small business. Often it requires a specialized marketing expert and marketing department to synthesize and utilize things that many small to mid-size businesses just do not have.

Mure Media works constantly to stay abreast of the latest in technology, marketing practices, analytical information and small business industry issues. We collect data and new information from experts across a wide spectrum of applicable resources and fields. And then we synthesize it into

Effective marketing is always cost-effective, if you gain customers. Mure Media helps you market remarkably and gain customers.



modernize your marketing

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Mure Media Services

Branding & Corporate Identity

Digital & Print Collateral Design

Inbound Marketing

Mobile Development

Social Media Marketing

Business Blogging

Virtual Marketing Department

Web Development

Ecommerce

Email Marketing

Lead Development

Lead Nurturing

Marketing Automation

and more...

practical advice and detailed how-to's that small and medium size businesses can actually use.

Mure Media's consulting services and related articles, seminars, webinars, ebooks, podcasts and newsletters bring real actionable Small Business Marketing to you. You may be working in a field that has a long tradition and a storied past. Or you may be in a new industry offering the most modern product and services. Regardless of your industry, your product or service, your marketing should be cutting edge and anything but traditional and old hat. Contact Mure Media to become a smarter marketer.

Get Started With Integrated Marketing!

Liked what you read? Why not sign up for a free Strategic Marketing Assessment?

Get started today.

Contact Us