

# Four M's of Marketing

By: J Hunter & Andy Race

## ONLINE MARKETING STRATEGY SESSION

A Crash Course on Search Engine  
Optimization (SEO), Pay-Per-Click and  
Conversion Optimized Webpage Design





# Online Marketing Strategy Session: The Four M's of Marketing

by J Hunter & Andy Race, **VA Staffer**

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## Learn the 4M's of Marketing

1. **Market**
2. **Media**
3. **Message**
4. **Maintain**

# Market

## **Understanding your Target Audience**

- Online marketing strategies to reach specific target audiences.

# Media

## **Methods & Channels to gain Exposure**

- The 101 on Search Engine Optimization (SEO) and (PPC) Pay-Per-Click Advertising.

# Message

## **Delivering your Content for Maximum Conversion**

- How to create engaging content with compelling Call to Action (CTA).

# Maintain

## **Keeping Your Audience Engaged by Offering Continued Value Automatically**

- How to keep them coming back and the tools to do it effectively and automated.



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# Market

## Understanding your Target Audience

- KEYWORD research & COMPETITIVE analysis
- UNDERSTANDING opportunities.
- KNOWING your LIMITS and (A) setting EXPECTATIONS.
  - Return on Investment & WEIGHING the REWARD
  - Marketing takes TIME & OPTIMIZATION based on results.

# Media

## Methods & Channels to gain Exposure

- Develop your STRATEGY to ATTRACT the audience you need to GROW your business.
- Online Marketing: The differences between PAID advertisements compared to ORGANIC.
- Search Engine Optimization - SEO  
What is SEO, and how does it work?
  - ORGANIC Search Engine TRAFFIC
  - DERIVED from keyword research
  - LOW competition but HIGH visibility.

- Google Adwords - Pay-Per-Click
  - What is the AD AUCTION? How Search Engine PPC works?
  - Tight Control of your audience, don't WASTE your money.
  - The FLOW - Keyword & Target Settings
    - > ADVERTISEMENT Creation > AFTER the Click
  - Campaign OPTIMIZATION



# Message

## Delivering your Content for Maximum Conversion

- The end goal is always about setting EXPECTATIONS and the VALUE you can PROVIDE your audience to take ACTION.
- Determine the ACTION you want your audience to take. What is your CONVERSION goal?
- Create engaging ONLINE CONTENT that adds genuine VALUE to your audience and SOLVES a PROBLEM.
  - People are IMMUNE to advertising so you have to add real value because people are used to FREE CONTENT.

- Designing to maximize your CALL TO ACTION by COMPELLING your audience to click, call, etc.
  - Planning actions BEFORE LANDING Pages & Website Design.
  - Design Optimization and Funneling (not the funneling at college parties)
  - CALL for Action - trade VALUE for a COMMITMENT
- IMPLEMENTING Ideas into REALITY : This is where 95% of businesses FAIL.

## Solutions:

### WORDPRESS:

- OptimizePress: VA Staffer team is skilled in creating Landing Pages with clearly defined Call-to-Action for what you want to offer. We've built three sample sites just for you to see what type of page we can build:
  - <http://vastaffer.com/webinar> << You saw this page in the eMail we sent out.
  - <http://vastaffer.com/optimizepress> << This page highlights features and shows how you can integrate different mediums into your content.
  - <http://vastaffer.com/top-10-vb-tasks/> << Landing Page for eBook Sign-ups / Opt-ins

- Powerful WordPress Themes: There are powerful themes we use, and have deployed on numerous client sites that are optimized for clear and direct calls to action, and a visual advanced layout builder that makes it easy to modify.
- Advanced Pop-IN vs POP-up: Create a call-to-action pop-in that brings your visitor to make a decision.
  - Exit Intent (Before they leave)
- Webinar
- Special Offers
- Limited Content, with defined single intent actions.

# Maintain

Keeping your Audience Engaged by Offering Continued Value

- Essential AUTOMATION : User Input - then what?
  - Autoresponder / Email List
    - Build your email list with a SPECIAL OFFER that is UNIQUE .
  - Customer Relationship Management (CRM)
  - Email Campaigns
  - PERSONALIZED Messaging to create lasting relationships
  - AFFILIATE MARKETING only ethical products and services that you PERSONALLY USE - we're not stupid.

- We've compiled a list of every useful tool that we PERSONALLY use with and for our clients.

- Autoresponder / Email List:

- Aweber – \$20 a /mo
  - MailChimp – \$10 /mo

- WordPress Plugins:

- OptimizePress – \$97-\$297 a year
    - Check our sample page here: <http://vastaffer.com/optimizepress/>
  - Ninja Popup - \$20 per site
  - GravityForms – Automation / Forms \$39-199
  - Enfold Theme – Powerful WordPress Theme

## ○ Hosting:

- [iPage](#) (low end) - \$45 for 2 years
- [HostGator](#) (mid grade) ~\$100 a year
- [MediaTemple](#) (high end) – 20-50 /mo

## ○ Webinar Support

- [WebinarJam](#) - \$297 a year

Feel free to email us with other ideas! [contact@vastaffer.com](mailto:contact@vastaffer.com)

## Conclusion: What have we learned?

- Define Your Market.
- Create Your Strategy.
- Develop Your Message.
- Build Lasting Relationships.





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