

# ONLINE MARKETING STRATEGY SESSION

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

A Live Webinar with VA Staffer's

J HUNTER & ANDY RACE

## The FOUR M's of Marketing

### Market - Understanding your Target Audience

1. \_\_\_\_\_ research & \_\_\_\_\_ analysis
2. \_\_\_\_\_ opportunities
3. Return on Investment & \_\_\_\_\_ the \_\_\_\_\_.
4. Marketing takes \_\_\_\_\_ & \_\_\_\_\_ based on results.



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## Media - Methods & Channels to gain Exposure

- Develop your \_\_\_\_\_ to \_\_\_\_\_ the audience you need to \_\_\_\_\_ your business.
  
- Online Marketing: The differences between \_\_\_\_\_ advertisements compared to \_\_\_\_\_.
  - Search Engine Optimization – SEO
    - What is SEO, and how does it work?
    - \_\_\_\_\_ Search Engine \_\_\_\_\_
    - \_\_\_\_\_ from keyword research
      - ✓ \_\_\_ competition but \_\_\_ visibility
  
  - Google Adwords - Pay-Per-Click
    - What is the \_\_\_\_\_? How Search Engine PPC works.
    - Tight Control of your audience, don't \_\_\_\_\_ your money.
    - The \_\_\_\_\_ - Keyword & Target Settings > \_\_\_\_\_ Creation > \_\_\_\_\_ the Click
    - Campaign \_\_\_\_\_



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## Message - Delivering your Content for Maximum Conversion

- The end goal is always about setting \_\_\_\_\_ and the \_\_\_\_\_ you can \_\_\_\_\_ your audience to take \_\_\_\_\_.
  
- Determine the \_\_\_\_\_ you want your audience to take. What is your \_\_\_\_\_ goal?
  - Create engaging \_\_\_\_\_ that adds genuine \_\_\_\_\_ to your audience and \_\_\_\_\_ a \_\_\_\_\_.
    - People are \_\_\_\_\_ to advertising so you have to add real value because people are used to \_\_\_\_\_.
  
  - Designing to maximize your \_\_\_\_\_ by \_\_\_\_\_ your audience to click, call, etc.
    - Planning actions \_\_\_\_\_ Pages & Website Design.
  
    - Design Optimization and Funneling (not the funneling at college parties).
  
    - \_\_\_\_\_ for Action - trade \_\_\_\_\_ for a \_\_\_\_\_
  
  - \_\_\_\_\_ Ideas into \_\_\_\_\_: This is where 95% of businesses FAIL.



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## Maintain - Keep Your Audience Engaged by Offering Continued Value

- Essential \_\_\_\_\_: User Input - then what?
  - Autoresponder / Email List
    - Build your email list with a \_\_\_\_\_  
that is \_\_\_\_\_
  - Customer Relationship Management (CRM)
  - Email Campaigns
  - \_\_\_\_\_ Messaging to create lasting relationships
  - \_\_\_\_\_ only ethical products and service  
that you \_\_\_\_\_ - we're not stupid



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- We've compiled a list of every useful tool that we \_\_\_\_\_ 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)



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## Conclusion

### What have we learned?

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



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