WEB MARKETING

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5 Web Marketing Initiatives Every Business Should Implement

What is Web Marketing?

The internet is available at any time, from anywhere, via any device. For many individuals, it's their primary connection to the outside world.

As more and more people turn to the internet as the go-to source for information about everything from news to product research to purchasing the products they use in every-day life, marketing on the web has become increasingly critical to businesses of all types. It behooves every brand to maximize its presence on this powerful platform.

For many organizations, web marketing represents the majority of their marketing efforts.

Advantage: Laser-Beam Targeting

A great advantage of marketing on the web is the ability to leverage the vast wealth of data generated by users of the internet. A savvy marketer can collect and analyze behavioral and demographic data to identify highly targeted audiences with messages that resonate with them. This allows them to reach, communicate, retarget and cross-promote through a wide range of web marketing channels.

Laser-beam targeting eliminates wasted coverage (and wasted dollars!), allowing you to focus your budget precisely on your potential customer and saving money. It also allows you to build a comprehensive retargeting campaign so you can initiate, build and nurture emerging customer relationships.

5 Web Marketing Initiatives Every Business Should Implement NOW

1. SEO

Search engine optimization (SEO) is the process by which you purposely position your website to show at the top of the results list when someone searches for keywords related to your business. On average, this type of organic search is responsible for xxx% of visitors to a webpage. A skilled SEO expert knows exactly how to craft content and structure the architecture of your page to maximize SEO results.

2. Site Architecture

The structure of your site is critical for both user experience and search engine accessibility. A simple, organized architecture makes it easy for visitors to find what they are looking for. Ease of use extends the amount of time spent on your page and drawing the user further into the site toward a sale.

Your site architecture also helps teach the search engines how to index your site, its pages and content. This is important, as it is the search engine's goal to deliver the most accurate, complete and authoritative content on the web to its searchers. The better it understands your site and your content, the more likely you are to rank highly in search results. Make sure your web developer understands the technical aspects of this nuanced approach to building a webpage.

3. 3rd Party Tools

Innovative app developers have created hundreds of functional, specialized tools to help businesses maximize their online presence. Tools like menus and take-out order forms offer advanced functionality for restaurants. Ticket-sales tools can open online sales opportunities for theaters and event venues. Other add-ons might include FAQs, loyalty program apps, appointment setters, online commerce security systems, pricing tools, forms, email capture...and more. The list of possibilities grows every day to meet the diverse needs of online businesses.

4. Social Media Presence

Social media is here to stay. The key for any business venturing into social media is to choose the platform that is right for you. Resist the urge to do them all. Each has different features and their audiences respond to different types of messages. Facebook is still the king by leaps and bounds. Instagram, Twitter and SnapChat also offer powerful places to engage with your audience.

B2B organizations should start with LinkedIn. 80% of business leads on social platforms come from this platform.

Pick just one or two social platforms that align with your business and focus on doing that well. A skilled social media expert will help you determine which platforms are right for you, how to shape your message, and how to best engage with your followers and convert them into customers.

5. Google My Business

Google is the largest search engine on the internet. The Google My Business platform is Google's featured tool for building a structured presence in the search engine. When someone Googles your business, this the featured result that comes up first. Set up your account, populate it with current, accurate information, and post regularly. This is one of only a few real opportunities to control part of what appears in your profile. Take advantage of it and keep it updated as you would update a social media account.

In Conclusion

With so many web marketing tools available to marketers today, it can be difficult to know where to begin. These core five are a good place to start. Master these tools and you are well on your way to claiming your place in the online environment.

Need some help navigating? Reach out to N&C today to find out how we can help you establish a powerful and effective web presence. As a matter of fact, you can rely on us to support all of your creative print and web marketing needs.

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