



How to Market Your Business Online

Easy, Affordable, and Effective Marketing Tactics

Presented by Lisa Li

Introduction

- **Why is Online Marketing Important?**

- An online presence is not just optional but necessary for reaching potential customers, building brand awareness, and driving sales.
- While traditional marketing still has its place, online marketing offers unparalleled reach, flexibility, and cost-effectiveness, especially for small businesses with limited budgets.
- There are lots of free and low-cost ways that you can market your business online to start building a following and reaching your target audience.



A Bit About Me...

- I first learned how to build websites and design graphics in high school. It was something I enjoyed doing so I've been doing it ever since.
- I started studying marketing and psychology back in 2015 to try to improve the effectiveness of the websites and marketing I was creating.
- I'm not a marketing expert, but I do know some things about marketing that can help you.
- My goal with this class is to teach you marketing tactics that will help save you time and money.



Introduction

- **What You'll Learn**

- **Different Online Marketing Tactics:** We'll explore various tactics, including website design, SEO, social media marketing, email marketing, and more.
- **Effectiveness and Cost:** Save time and focus on the tactics that suit your business, budget, and audience best. We'll talk about how much it typically costs and average success rates.
- **Creating an Effective Marketing Strategy:** Learn how to put together a winning marketing strategy tailored to their business needs and budget.
- **Analytics and AI Tools:** Discover easy and affordable tools that you can use for measuring success and how AI can simplify and enhance your marketing efforts.



Introduction

- **Why This Class is Valuable:**

- **Tailored for Small Businesses:** This class is specifically designed for small business owners who need to maximize their marketing impact without breaking the bank.
- **Actionable Insights:** You'll leave the class with actionable insights and practical tools you can implement immediately.
- **Realistic Expectations:** You'll get realistic expectations about what you can achieve and how long it might take to see results.



Class Agenda

- **Lecture Part 1: Online Marketing Strategies (~55 minutes)**
 - We discuss the most effective online marketing methods and strategies, and how to build a marketing strategy for your business
- **10-Minute Break**
 - Grab a drink or snack, take a restroom break, or simply engage in the class live chat
- **Lecture Part 2: Content Marketing and Measuring Success (~55 minutes)**
 - We discuss content marketing and ways to assess the effectiveness of your marketing efforts using free analytic tools
- **Q&A Session (Optional) (~30 minutes)**



Key Marketing Strategies

- Website Design
- SEO and Content Marketing
- Social Media Marketing
- Social Media Influencers
- Sponsored Listings and Online Ads
- Email Marketing
- Contests, Events, Giveaways
- Social Media Challenges
- Viral Content
- Video Content



Website Design

- A professional-looking website builds trust and encourages conversions.
- **Effectiveness/Conversion Rate:** 75% of users judge a company's credibility based on its website design.
- **Cost:** Low to High (Free or low-cost with DIY and AI website builders, and expensive with professional design services)

Sources: Stanford University study on web credibility



SEO and Content Marketing

- Focus on creating valuable, keyword-optimized content to drive organic traffic.
- **Effectiveness/Conversion Rate:** Generates over 3x as many leads as outbound marketing and costs 62% less.
- **Cost:** Low to High (Free or low-cost with DIY and AI marketing services, and expensive with content writers and SEO experts)

Sources: Content Marketing Institute, HubSpot



Social Media Marketing

- Consistent and engaging content posted on social media platforms.
- **Effectiveness/Conversion Rate:**
 - Organic social media posts on average have a conversion rate between **1% and 3%**.
 - Paid ads convert more - the average conversion rate for Facebook ads across all industries is **around 9%**.
- **Cost:** Low to High (Free or low-cost with DIY and AI methods, and expensive with paid advertising, specialty tools, and professional marketers)

Sources: Social Media Examiner's Industry Report, WordStream



Social Media Influencers

- Influencers that align with your brand values and audience that promote your product or services.
- **Effectiveness/Conversion Rate:** Micro-influencers (1k to 10k followers) have an engagement rate of 3.86%, and mega-influencers (1 million+ followers) have an engagement rate of 1.63%.
 - Average ROI of \$5.20 for every dollar spent.
- **Cost:** Medium to High (Medium for micro-influencers, High for top-tier influencers)

Sources: Influencer Marketing Hub



Sponsored Listings and Ads

- Paying to be at the top of the search results, sponsored posts, and online ads.
- **Effectiveness/Conversion Rate:** Higher click-through rates are seen in industries like travel, dining, and retail where people are actively searching for specific products or services.
 - Google Ads: Average click-through rate across all industries is about 3.17% for search ads and 0.46% for display ads
 - Bing Ads: Average click-through rate is around 3.75% for search ads due to less competition, different demographic
- **Cost:** Medium to High (Medium for pay-per-click ads, High for display ads)

Sources: WordStream



Email Marketing

- Sending personalized emails to a list of contacts you have permission to contact.
- **Effectiveness/Conversion Rate:** Average email open rate is about 17.8%, the average click-through rate is approximately 2.6%, average conversion rate is around 15.11%
- **Cost:** Low to Medium (Free with starter plans, Medium for premium tools)

Sources: DMA (Direct Marketing Association), HubSpot



Contests, Events, & Giveaways

- Fun and engaging activities that can attract new customers, encourage engagement, and build brand awareness.
- **Effectiveness/Conversion Rate:** Contests can grow your audience by 34% on average
- **Cost:** Low to Medium (Cost depends on prize, contest/event platform, and promotional methods)

Sources: Tailwind, Wishpond



Social Media Challenges

- A challenge that aligns with your brand and encourages user-generated content.
- **Effectiveness/Conversion Rate:** Viral social media challenges can boost brand awareness significantly – the exact metrics vary widely
- **Cost:** Low to High (Mostly free, but medium to high if partnering with social media influencers)

Sources: Social Media Examiner



Viral Content

- Sharable, relatable content on trending topics or becomes a trending topic.
- **Effectiveness/Conversion Rate:** Viral content can lead to explosive growth in brand awareness, but predictability is low (if not impossible)
- **Cost:** Low (Mostly free, but can be low to medium cost if using tools for content creation or promotion)

Sources: *BuzzSumo*



Video Content

- Video content is highly engaging. YouTube, Instagram, TikTok, and other video platforms allow you to upload videos for free.
- **Effectiveness/Conversion Rate:** Video marketing has an average conversion rate of around 4.8%, a video on a landing page increases conversions by 80% or more, video marketers get 66% more qualified leads per year
- **Cost:** Low to High (Free with DIY tools like Canva Video, Medium to High with professional video production)

Sources: HubSpot, Social Media Today, Wyzowl



How to Create an Online Marketing Strategy

1. Identify Your Target Audience
2. Set Clear, Achievable Goals
3. Choose the Right Channels
4. Develop a Content Plan
5. Leverage Analytics and Tools
6. Monitor, Measure, and Optimize
7. Budget Wisely
8. Engage and Build Relationships



Website Design

- Visual appeal and design consistency
- Navigation, mobile responsiveness, and loading speed
- Engaging content, call-to-action (CTA), above the fold
- Trust signals and transparent policies
- SEO-friendly design and accessibility
- Personalization and interactive elements
- Analytics and A/B testing
- Email capture and retargeting ads



SEO and Content Marketing

SEO (Search Engine Optimization)

- **Keyword Research** – identify high-volume, low-competition keywords relevant to your business
- **On-Page SEO** – optimize individual pages on your website to rank higher and earn more relevant traffic – use keywords in titles, meta descriptions, throughout content
- **Content Quality** – have high-quality, relevant content
- **Technical SEO** – optimize the website (speed, responsive design, sitemap)
- **Backlinks** – high-quality backlinks from reputable websites



SEO and Content Marketing

Content Marketing

- **Understand Your Audience** – know their needs, preferences, and challenges
- **Content Planning** – plan your content creation, align to marketing goals
- **High-Quality Content** – educate, entertain, or solve a problem for your audience
- **Content Distribution** – share your content across various platforms where your audience is (social media, email, blogs, etc.)
- **Content Optimization** – use relevant keywords, meta descriptions, and tags



Social Media Marketing

- Choose the platforms where your target audience is found
- Create engaging, relevant content tailored to the platform and your audience
- Post consistency and use a schedule
- Engage with your audience – reply to comments, messages, and mentions
- Use paid advertising to boost your post visibility
- Track the performance using analytics tools, refine your strategy



Social Media Influencers

- Identify the right influencers that align with your brand values and have a following that matches your target audience
- Build relationships with influencers as they could become authentic advocates for your brand
- Use sponsored posts, product reviews, unboxings, giveaways, or collaborative content
- Track performance of your influencer campaigns



Sponsored Listings & Online Ads

- **Google and Bing Ads** – bid on keywords and display ads in search engine results pages (appears above or below organic search results)
- **Social media ads** – boost your posts and use targeted ads based on demographics, interests, behavior
- **Display ads** – banner ads can use images, video, or text
- **Shopping ads** – Google and Bing Shopping Ads show product images, prices, and seller info in search results
- **Sponsored content** – native advertising where promotional content is embedded within editorial content



Email Marketing

- **Build and segment lists** – gather emails and segment lists based on behavior, preferences, demographics
- **Compelling content** – use attention grabbing subject lines, clear and concise messaging, strong call-to-action (CTA)
- **Automation and workflows** – use specific triggers like welcome emails, abandoned cart reminders, birthday offers, etc.
- **Analytics and optimization** – track metrics like click-through rates (CTR), conversion rates, and unsubscribe rates



Contests, Events, & Giveaways

- **Contests** – ask participants to complete a task or submit an entry for a chance to win a prize – often requires creativity or skills
- **Events** – can connect directly with audience, can showcase expertise, provide value, build relationships
- **Giveaways** – can attract attention, typically requires participants to follow social media page, sign up for newsletter, or share content – good for building email list or social media following



Social Media Challenges

- **Participation** – designed to be fun and easy to participate in, requires to create and share content based on specific theme or action
- **Hashtags** – unique hashtag typically associated with the challenge, makes it easy to track participation
- **Virality** – can lead to exponential growth in engagement, others may join in, share their content, spread challenge across platforms



Viral Content

- **Emotional appeal** – evokes strong emotions
- **Relatability** – easy for people to relate to and see themselves in
- **Shareability** – easy to share across platforms – concise, visually engaging, easily shareable
- **Timeliness** – taps into current events, trends, or cultural moments



Video Content

- **Storytelling** – brand story, customer testimonials, product demo
- **Visual appeal** – well-shot footage, clear audio, good lighting
- **Call to action** – clear call to action (CTA) to guide viewers on what to do next
- **Keep it short and sweet** – ideal length varies by platform, shorter videos (under 2 minutes) tend to perform better
- **SEO optimization** – use relevant keywords in video title, description, and tags



Using AI Tools

- **Content generation** – use tools like ChatGPT, Jasper AI, and other tools to generate content, rewrite titles, target keywords in your content and posts
- **SEO tools** – use tools like SurferSEO, SEO Framework, Keysearch, SemRush to find keywords and optimize your website
- **Schedule and automate** – use tools like Social Champ, Buffer, Hootesuite to schedule your social media posts
- **Social media graphics and video** – use tools like Kittl and Canva to create graphics and videos using templates



Scheduling and Automation

- **Consistent posting** – use a content calendar to plan what you will post and when, automating posts saves time and effort
- **Post at key times** – schedule posts to the different platforms at the times when your audience is most likely to see it and engage with it
- **Personalize** – avoid using too much auto generated content, be creative, produce value, and add your personality – social media is for socializing not spamming ads
- **Mix in random posts** – add some randomness to your posts so that it comes across as more authentic



Measuring Success

- **Key metrics** – keep track of engagement, reach, and conversion
- **AI analytics tools** – use tools like PaveAI to get actionable insights and understand audience behavior
- **Adjust strategy** – adjust your content strategy based on what's working and what's not



Common Issues

- **Low engagement** – poor timing, irrelevant content, lack of visual appeal
- **Content not ranking** – some content may not rank well, too much competition, new website lacks reputation, too much random site content
- **Social media posts not performing** – lack of targeting, poor visuals



Optimizing Your Strategy

- **Review analytics regularly** – regularly review to figure out what's working and what's not
- **Test different approaches** – use A/B testing for headlines, CTAs, and content formats to find what resonates best
- **Leverage feedback** – customer feedback can provide valuable insights for improving content and strategy



Q&A



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