

INTERNET MARKETING

Design & Promote



Presented By Amy Brownfield | Project Manager

Design & Promote | 630.995.7109 | www.designandpromote.com

In This Seminar You Will Learn....

- ✓ The Difference Between Inbound And Outbound Marketing
- ✓ Steps To A Successful Internet Marketing Campaign
- ✓ The Dos' And Don'ts Of Effective Web Design
- ✓ How To Drive Traffic To Your Website
- ✓ The Significance of Content Marketing and Blogging
- ✓ The Fundamentals of Search Engine Optimization
- ✓ Guidelines for Social Media and Email Marketing

Traditional Marketing

- Television/Radio Commercials
- Newspaper/Magazine Ad's
- Billboard Ad's
- Direct Mail Marketing
- Tradeshow Marketing
- Cold-Calling/Telemarketing



Traditional Marketing is **Outbound**

Your Business Looks for Customers



- Companies push their products or services on customers using techniques which are often seen as intrusive and are often ignored.
- The advertising and promotional messages are blasted out to a broad audience in hopes their campaign gets someone's attention and brings in new customers.
- This is also referred to as "Interruptive Marketing"

Internet Marketing

- Search Engine Optimization
- Blogging & Content Marketing
- Social Media Marketing
- Email Marketing



Internet Marketing is **Inbound**

Customers Look For You



- Involves your prospects and customers seeking your information on their own choice because of its value and level of entertainment
- Companies use their online presence to educate and engage their audience
- Earns the attention of potential customers and builds trust through the creation of useful, helpful content (establishes credibility)
- Also referred to as “New Marketing”

Outbound Marketing

pushes products or services on customers

Inbound Marketing

earns people's interest instead of buying it

Communication

is one-way

is two-way and interactive

Customers

are sought out via print, TV, radio, banner advertising, cold calls

come to you via search engines, referrals, social media

Marketers

provide little or no added value

provide value

rarely entertains or educates

entertains and educate

Inbound Marketing...

Referrals, recommendations, social interactions and search engines bring customers to vendors



Gives marketers a microscope to learn more about markets and customers as they interact and seek information.



Affords the opportunity to listen in on customer conversations, engage in two-way relationships.



Establishes credibility by giving value and educating potential customers.



Engagement and community are key marketing values.

VS.

Outbound Marketing...

Traditional broadcasting modes of TV, radio, banner ads, cold calls and print ads to reach customers



Marketers study markets and customers from a distance, then take their best shot at reaching them.



Needs expensive research to understand markets and customers. Many are solicited, few respond.



With no extra value given, selling raises the defenses of customers numbed by constant advertising.



Loudness and repetition are key marketing tools.

**YOUR BRAIN
ON OUTBOUND**

FUNCTIONS

**THIS IS WHAT WE
[MY COMPANY] DO...**

**WHY YOU SHOULD
BY FROM US...**

**LOOK HOW GREAT
OUR BUSINESS IS...**

**LEARN ABOUT
OUR COMPANY...**



**YOUR BRAIN
ON INBOUND**

FUNCTIONS

**READ OUR BLOG
TO LEARN MORE...**

**INCREASE YOUR
PROFIT. HERE'S HOW...**

**LET US ANSWER
YOUR QUESTIONS...**

**HOW TO DRIVE SALES
WITH FIVE EASY STEPS...**

Inbound Marketing: Steps To Success!

Step 1: Develop A Strategy

Step 2: Create & Maintain A Professional Website

Step 3: Optimize Your Website So It Can Be Found

Step 4: Generate More Traffic To Your Site

Step 5: Convert Traffic Into Leads

Step 6: Convert Leads Into Sales

Step 1: Develop A Strategy

This will be the framework for your entire campaign

- Create Your Campaign Goals and Objectives
- Study Your Competition– Find out what works and what doesn't
- Study Your Market-- Define your target market's wants and needs
- Review Past Marketing Efforts- What are some challenges you have faced in the past?
- Determine Your Budget-- How much are you willing to invest?



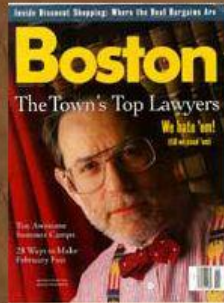
Step 2: Create An Effective Website

Your website is the driving force of all your online marketing efforts



Your Website Should...

- Tell the visitor **what your company does** in 3 seconds
- Be **easy to navigate**
- Have a **professional appearance**
- Have your **contact information visible** on each page
- **Answer prospect's questions**
- Provide the visitor with a **next step** (call-to-action)



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Search the Site

Search

Gerald L. Nissenbaum has been named one of the best divorce lawyers in the country by Town and Country and the best in town by Boston Magazine. He is rated AV Preeminent® by Martindale-Hubbell and listed in Massachusetts



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SuperLawyers for Family and Appellate Law since 2004. He is a regular contributor in the Boston Herald and author. He has been a practicing trial lawyer and family law attorney in the Boston area since 1967. Nissenbaumlaw.com has been created and designed to provide information, resources, and services for our clients and others who find themselves facing divorce.

Answers to Your Questions

Everyone's situation is unique to the individual. And, of course, nothing can substitute for hiring a lawyer when divorcing or when dealing with the often complex legal issues that arise as a result of divorce.

However, the Nissenbaum Law Offices have found that well informed clients usually make the best decisions. Below are answers to some of the more frequently asked questions or get a copy of the AAML Divorce Manual.

RATED BY
Super Lawyers
Jerry Nissenbaum
2004-2013
Wendy O. Hickey
2013

Selected

**SEX
LOVE
AND
MONEY**



architecture
 engineering
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 planning
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- AVIATION
- RETAIL
- CIVIC
- OFFICE
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- HIGHER EDUCATION
- K12
- GRAPHIC DESIGN

Aviation
 Global ideas, social concourse, aviation design for consistently changing needs.



Collaboration with URS Corporation
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- About Us
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- In the Media
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Request A Quote

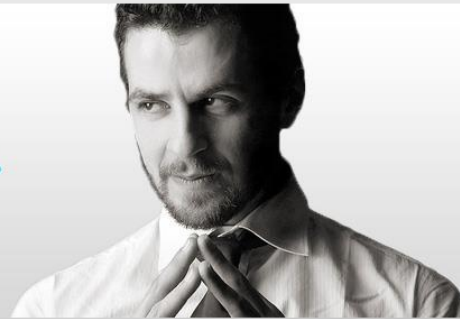
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Overview

For over 8 years, Worldwebnet Telecom has been one of Canada's leading telecommunications companies serving consumer, business and carrier markets.

With Worldwebnet, you get a commitment to the high quality customer care and support that has been the driving force of our growth since 2003.

Our advanced worldwide voice network provides the foundation for domestic long distance and international service offerings. We offer a comprehensive portfolio of voice products for fixed and mobile voice termination on a global scale. [Learn more](#)

News & Events

We are attending ITW 2011

We are attending International Telecom Week 2011 this year in Washington, DC. You can find us at our bilateral table to discuss opportunities.

[Learn More...](#)

New website launched

We have finally launched our much anticipated new website.

[Learn More...](#)

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Email *

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Our Capabilities range from simple two-piece assemblies to multiple-machine systems.

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Discover more about the full line of Haumiller standard aerosol machines.

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ASSEMBLY IN ACTION

See automated high speed continuous motion assembly in action.

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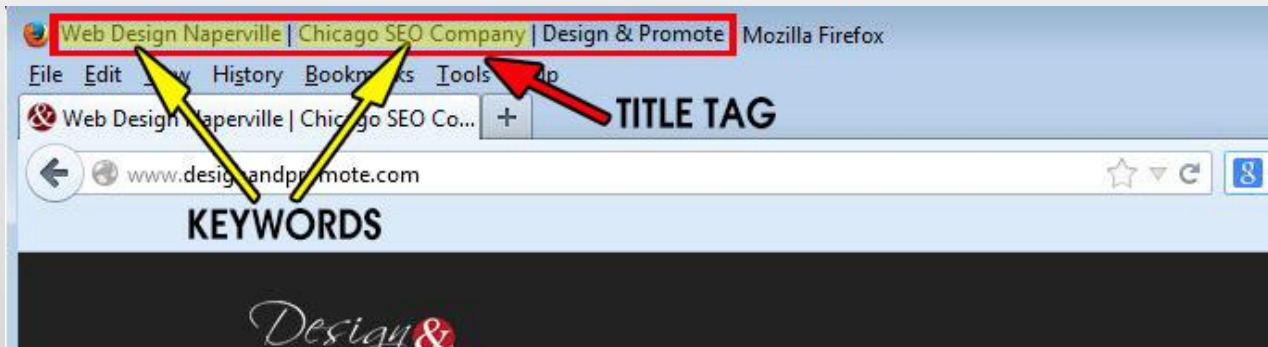
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Step 3: Optimize Your Website

...Using On-Page SEO



ON PAGE SEO (done on the website)

Refers to website implementation strategies to optimize the position of a website in search results of particular words or phrases (keywords)

[Title Tags, Meta Descriptions, Meta Keywords, Header Tags, Image Names, Content]

KEYWORDS:

Search terms people use to find a product, service or answer to a question



Keywords, Eh?

Yes. Lots and Lots of Keywords.

It all starts with Keyword **Research**

Analyze and choose the appropriate keywords related to your business & industry

What are people searching for in Google for your products or services?

Next is Keyword **Placement** and **Usage**

Place the keywords using On-Page SEO technique and make sure your website pages use the words and phrases you want to be found for. Nothing beats original and keyword rich content. *Content is King*

TIP: You can use the Google Keyword Tool to check the popularity of a term

Picking Your Keywords

- Look for keywords that are being searched for often, without high competition numbers.
- It is best to choose specific keywords, which tend to be less competitive, and bring in better leads

EXAMPLES:

Instead of “lawyer” or “lawyer Naperville”

Use: “divorce lawyer Naperville”

Instead of “dance classes” or “dance center Aurora”

-Use: “ballet”

Step 4: Generate Traffic To Your Site

More Traffic = More Opportunities For Leads

Increase your website visitors through:

- **Content Marketing & Blogging**
- **Search Engine Optimization (Off Page)**
- **Social Media Marketing**
- **Email Marketing**
- **Google Pay Per Click (Optional)**



As my friend Jer would say...



Content Marketing



7 Key Elements of Smart Content

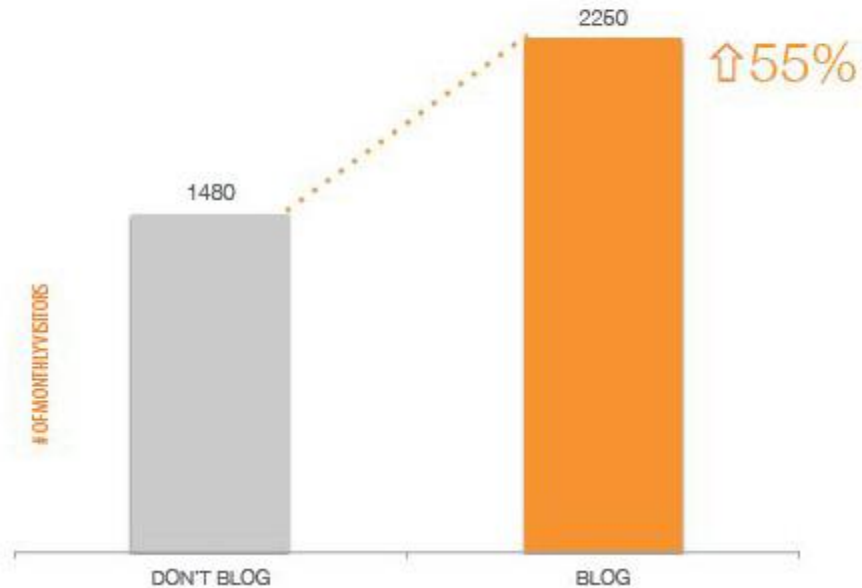
1. It must be created for your ideal customer
2. It should be helpful, informative, and entertaining
3. It should be created on a consistent basis
4. It should be able to spread quickly and easily
5. All content should be linked to at least one of your products & services
6. Always include a Call-To-Action
7. It must be measurable and produce a return on investment



Blog Titles That Work

- **Numbered List** --- “10 Social Media Mistakes Everyone Makes...”
- **How-To's** --- “How To File For Divorce In 6 Steps...”
- **Case Studies**--- “How We Doubled Our Twitter Followers in 2 weeks!”
- **Lessons Learned**--- “Top Lessons Learned About Marketing From...”
- **Reasons Why**--- “Why you cant afford to ignore blogging....”
- **Provocative Questions**--- “Are you making the 10 biggest mistakes in....”
- **News Headline** --- “Announcing The Launch Of Our New Product...”
- **Direct and Specific**--- “Free Google+ Report”
- **Command**--- “Get Better Results Tomorrow By Reading This Post...”
- **Irresistible**--- “How Google Changes May Be Destroying Your Email Strategy..”

Companies that blog have
55% more
website visitors.



Companies who
increase blogging
6-8 TIMES
PER MONTH
almost
DOUBLE
THEIR LEAD \$



MOST
COMPANIES
consider **BLOGS**

1 USEFUL
2 IMPORTANT
3 CRITICAL

Search Engine Optimization

After your On-Page SEO is complete (identifying keywords, implementing on-site) the next step is Off-Page SEO.

OFF-PAGE SEO

Refers to the techniques used to make your website look like an authority on a subject matter (regarding certain keywords), which will in turn boost your position in search engines, such as Google and Bing, for those keywords

Why is it important to be ranked high in search engines?

What a great question.

61% of global Internet users



research
products
ONLINE.

When researching branded products...

44%

of online shoppers begin
by using a search engine.



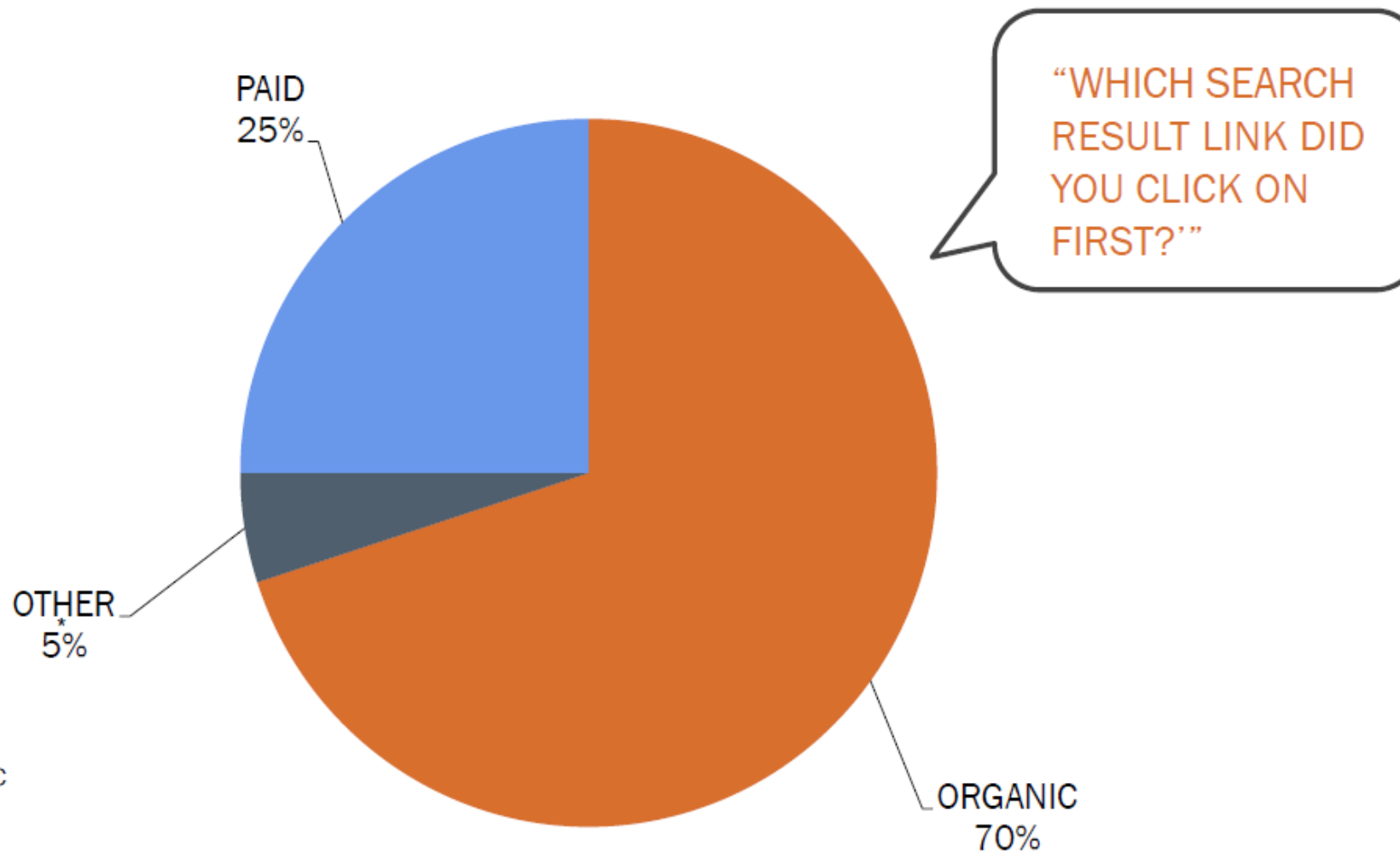
Worldwide, we conduct **131B** searches per month on the web.

PER MINUTE **2,900,000**

PER HOUR **175,000,000**

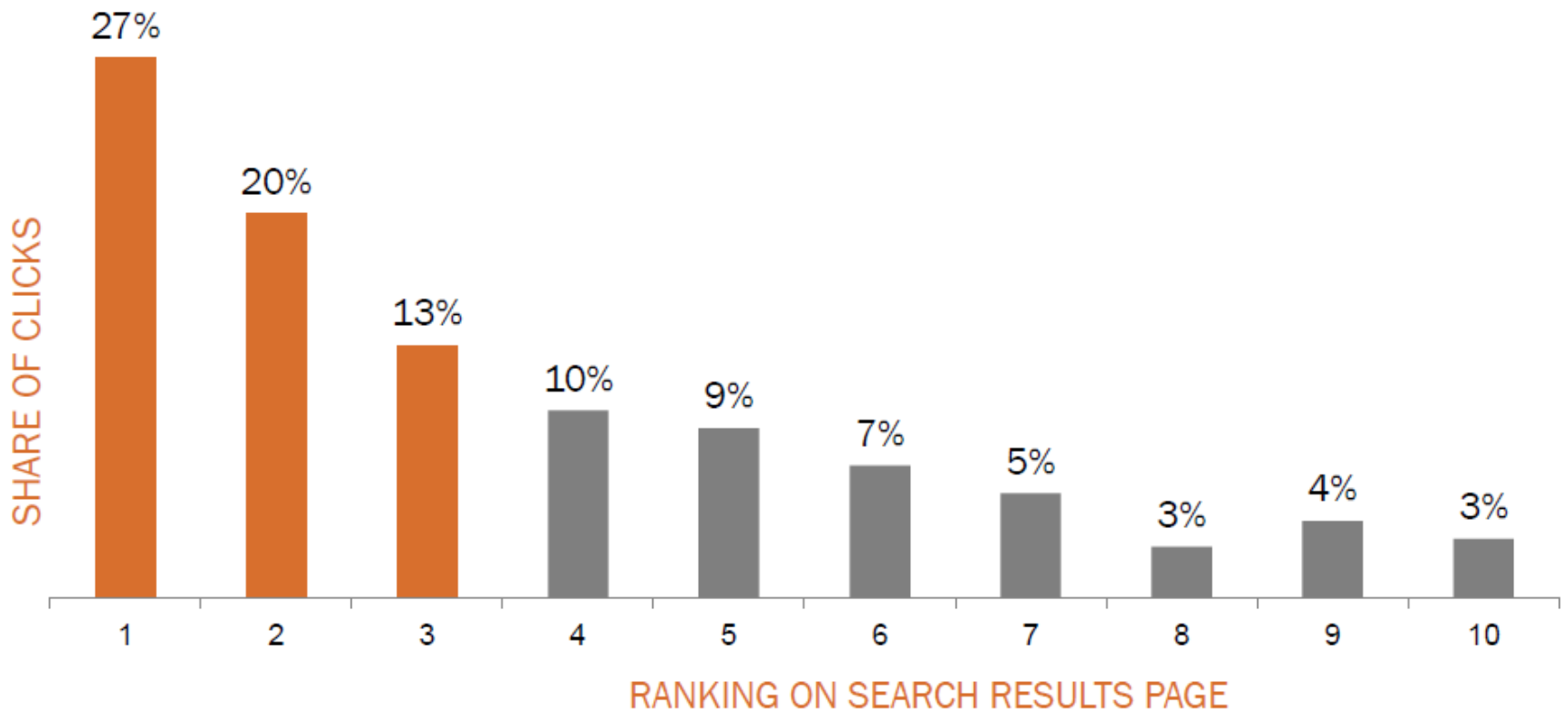
PER DAY **4,000,000,000**

70% of the links search users click on are **organic**—not paid.



*INCLUDES NON-TRADITIONAL ORGANIC RESULTS, SUCH AS SHOPPING LINKS, LOCAL RESULTS,

60% of all organic clicks go to the **top three** organic search results.





75%

of users never scroll past the first page of search results



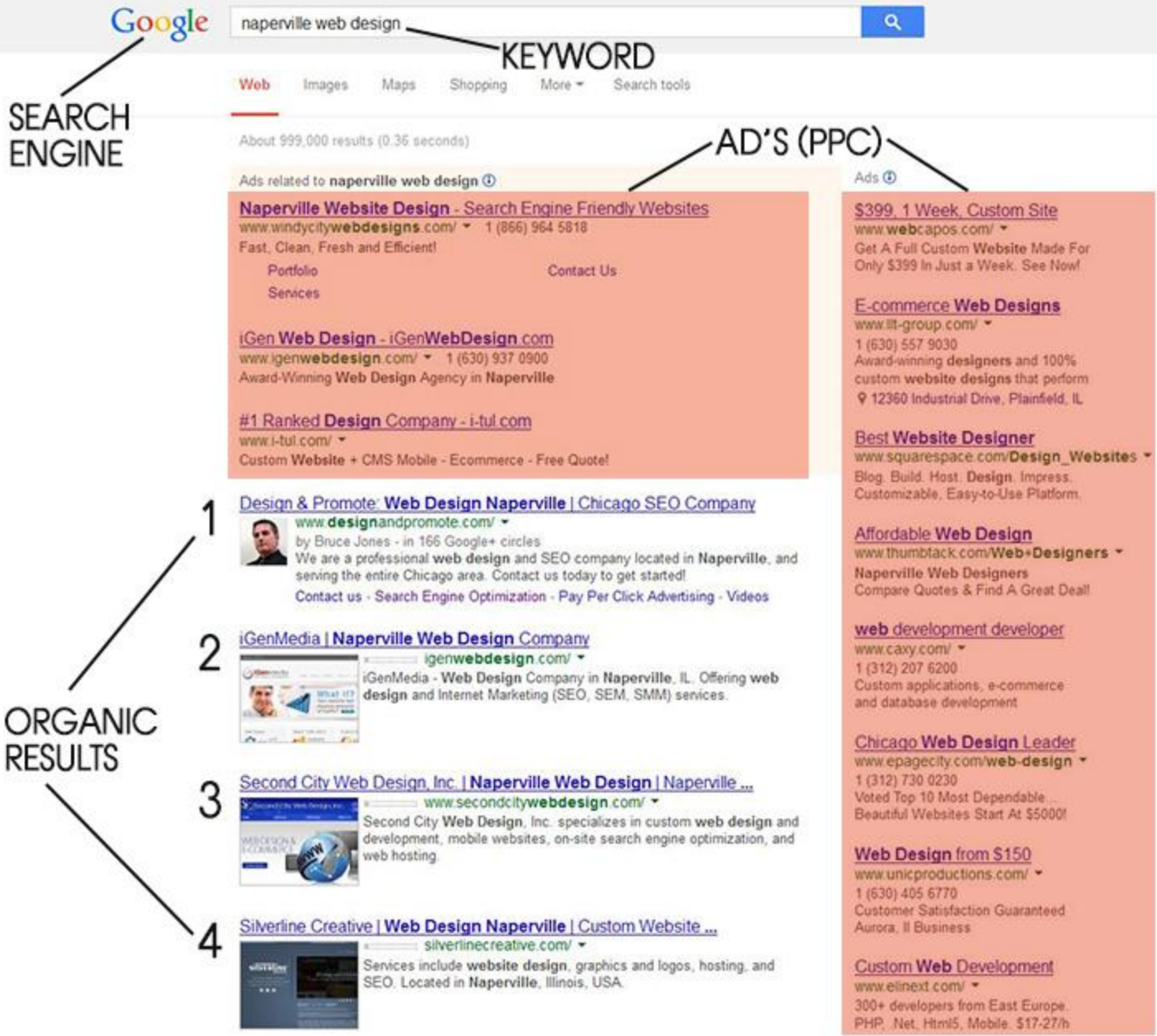
Many Americans begin their purchasing experience by doing online research to compare prices, quality, and the reviews of other shoppers.

Even if they end up making their purchase in a store, they start their fact-finding and decision-making on the Internet.”

JIM JANSEN
SENIOR FELLOW
PEW RESEARCH CENTER'S INTERNET & AMERICAN LIFE PROJECT
SEPTEMBER 2010

FACT

Ranking high on search engines is no longer optional, it's critical.



Search Engine Optimization

Revolves around **distributing keyword rich original content** and **building quality back links** to your site.

The more keyword-rich content you generate, the more search engines will find (and love) you.

- Online Article Distribution
- Online Press Release Distribution
- Online Video Distribution
- Social Bookmarking Sites
- Social Networking Sites
- Directory Submits
- Blog Comments

Social Media Channels

facebook®

LinkedIn™



Instagram

tumblr.

Pinterest

foursquare®

Google+

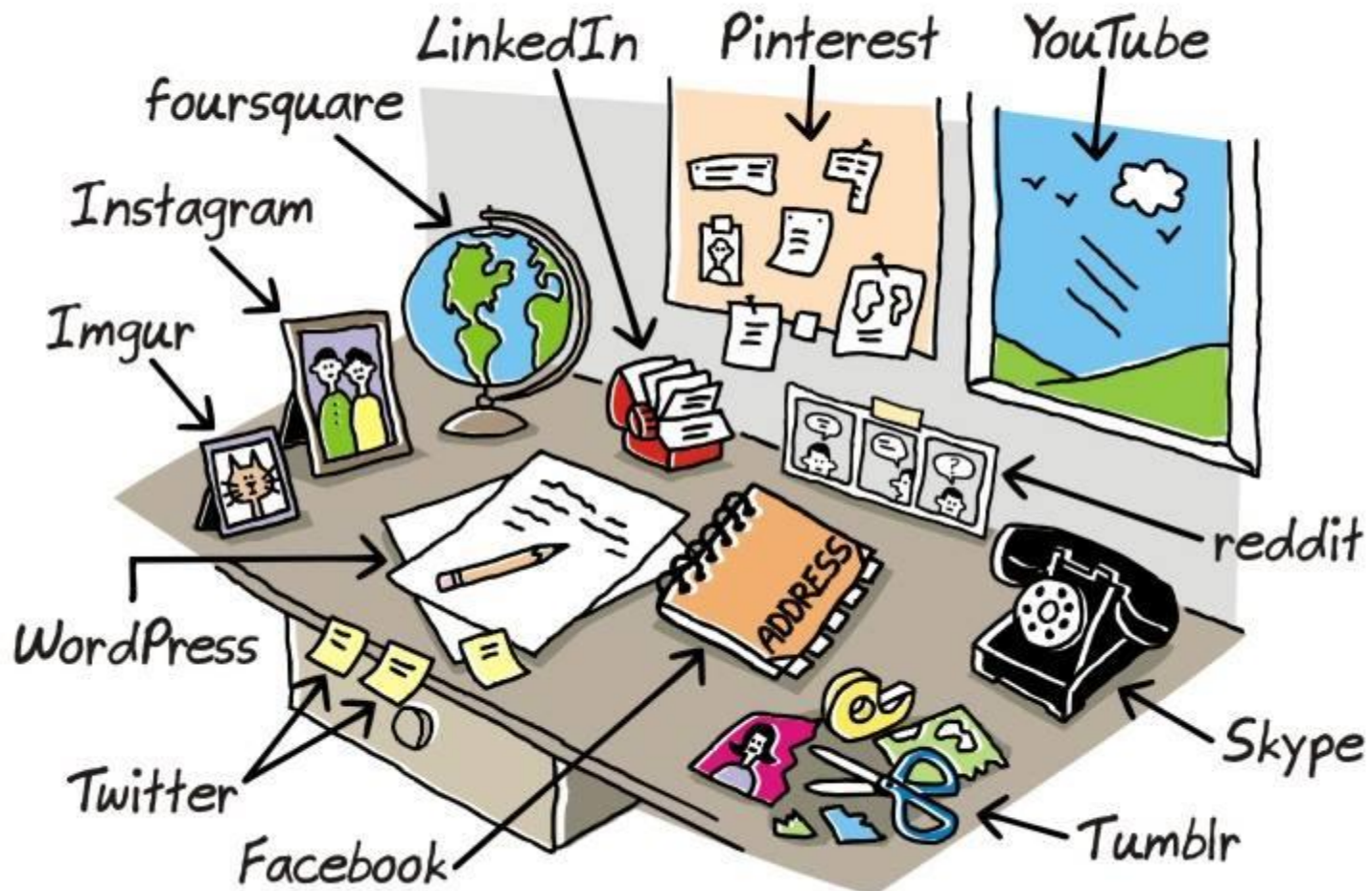
You Tube

reddit

twitter

Nearly 2/3 of U.S. Internet Users Regularly Use A Social Network

vintage social networking



Social Media Explained

CHICAGO STYLE!



TWITTER

I'm eating a #ChicagoDog

FACEBOOK

I LIKE Chicago dogs!

FOURSQUARE

This is where I eat Chicago dogs.

INSTAGRAM

Here's a vintage photo of my Chicago dog



YOUTUBE

Watch me make the perfect Chicago dog

SPOTIFY

Now listening to "Chicago Dog"

LINKEDIN

My skills include Chicago dog preparation

PINTEREST

Here's the REAL Chicago dog recipe:

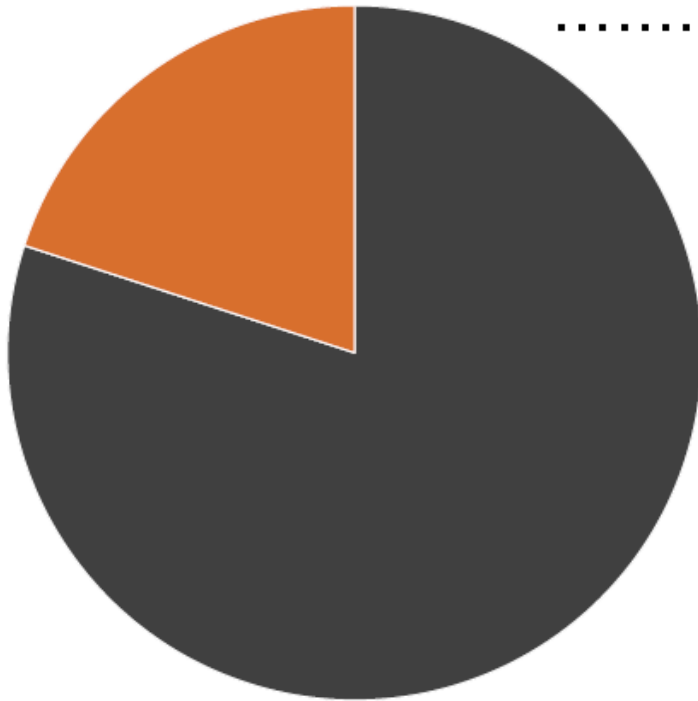
- 1 All-Beef Hot Dog
- 1 Poppyseed Hot Dog Bun
- 1 Tbsp Yellow Mustard
- 1 Tbsp Sweet Green Pickle Relish
- 1 Tbsp Chopped Onion
- 4 Tomato Wedges
- 1 Dill Pickle Spear
- 2 Sport Peppers
- 1 Dash Celery Salt

VINE

Here I am eating a pile of Chicago dogs in 6 seconds

GOOGLE+

I'm a technology employee who eats Chicago dogs

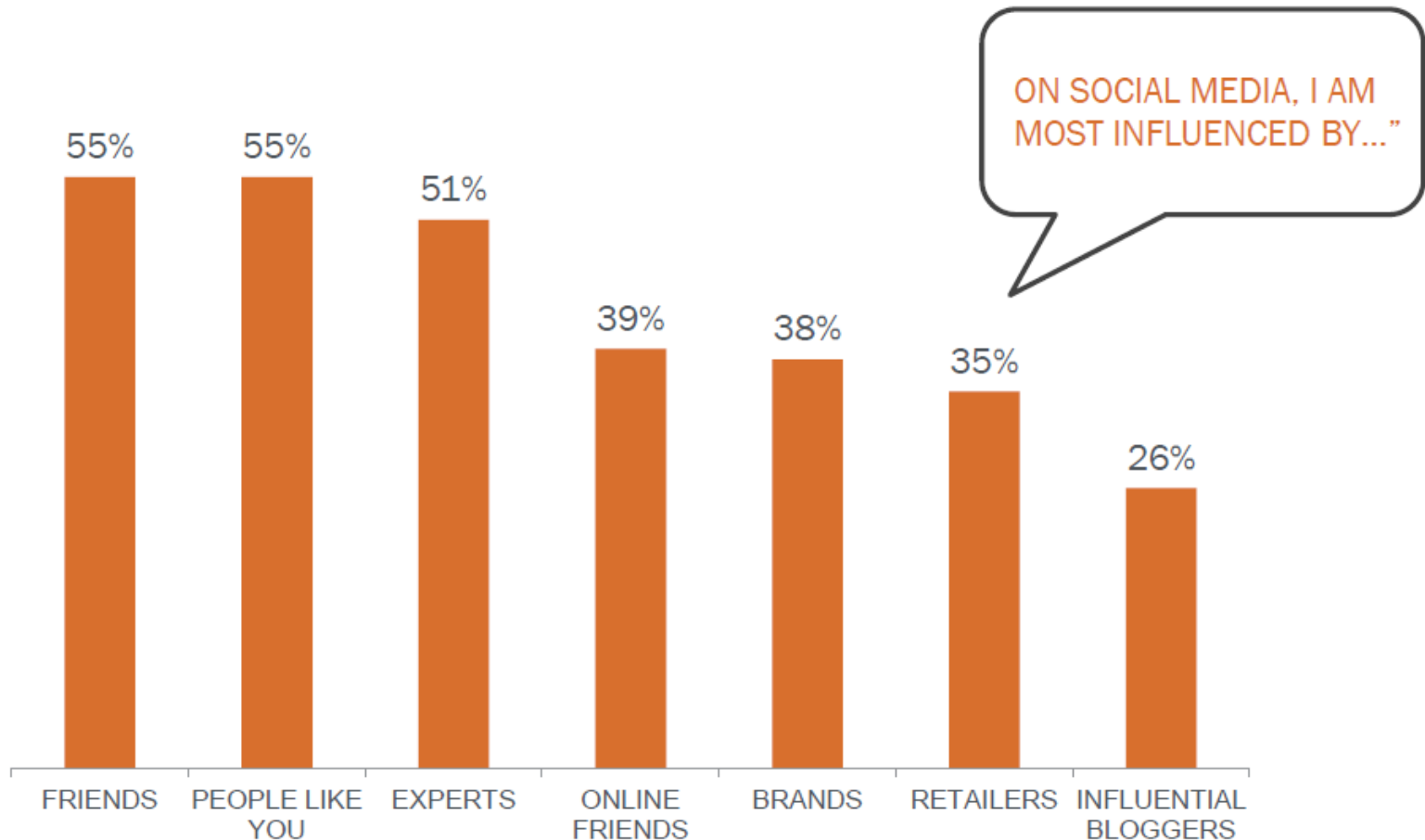


The top 20% of B2B marketers in social media lead generation

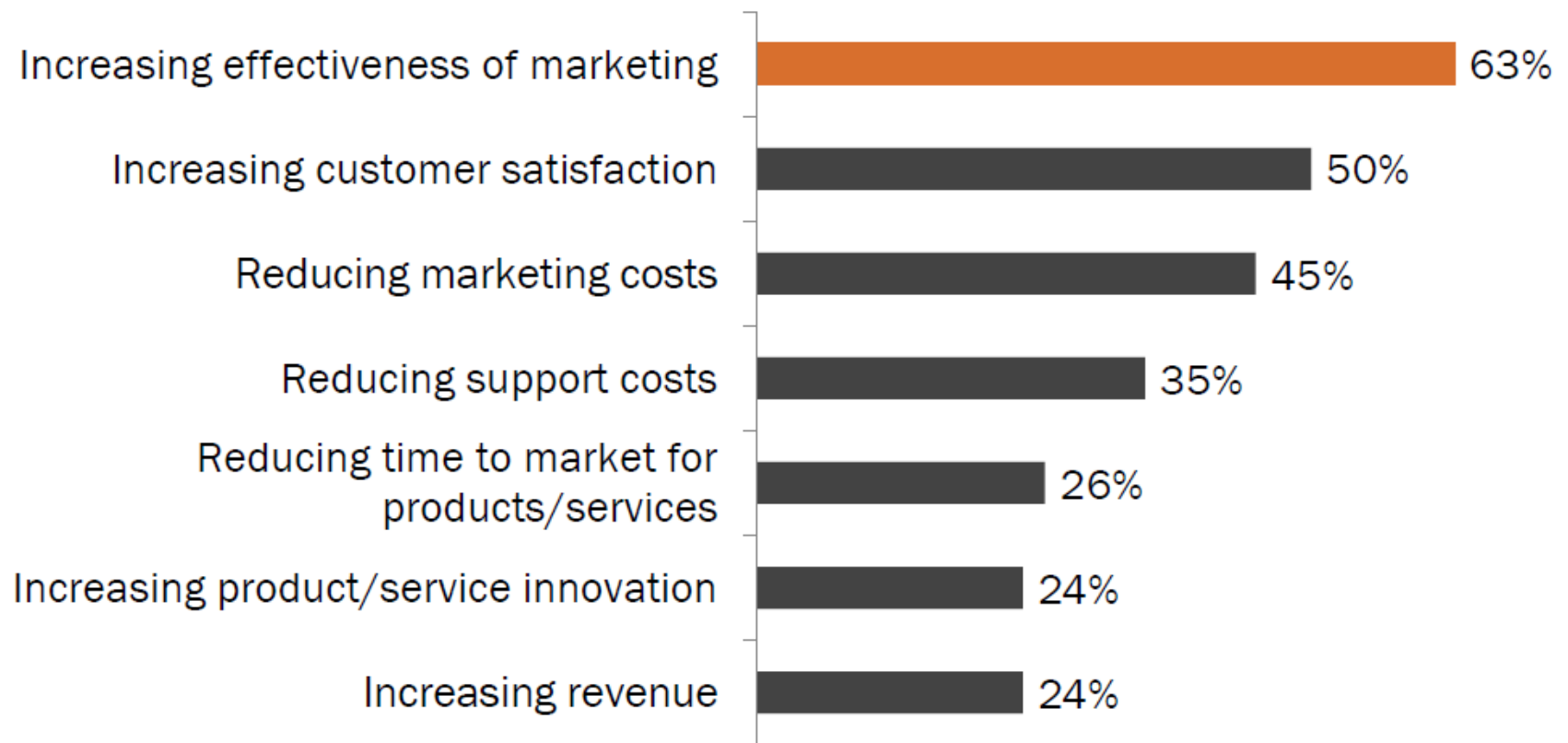


have increased revenue by 20% in 2011.

Social media conversations actively influence purchases.



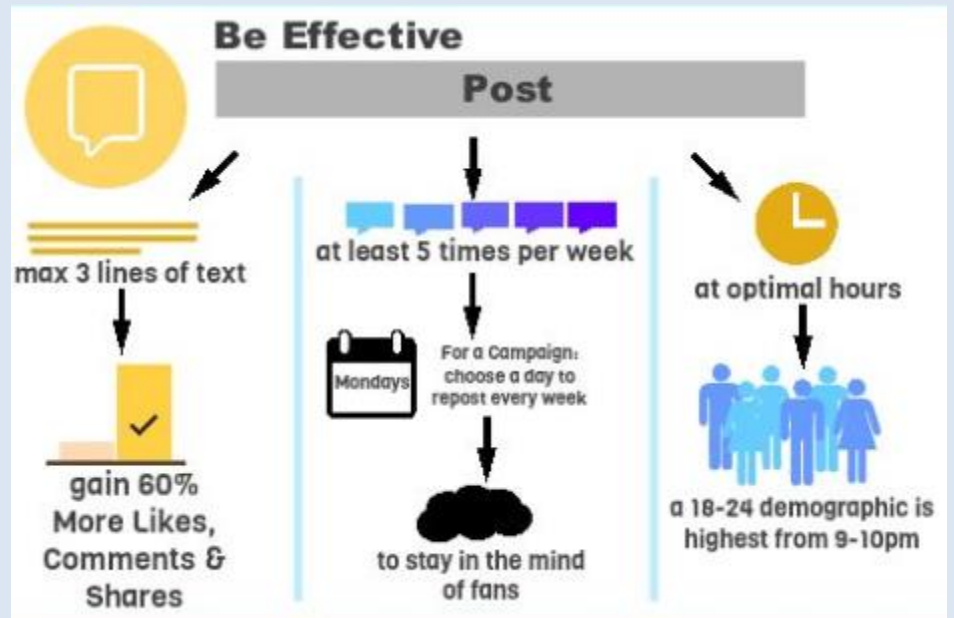
63% of companies using social media say it has **increased marketing effectiveness**—among other benefits.



Social Media Tips

- Make yourself a Social Media Calendar
- Use Social Media Monitoring Tools to Assist Your Efforts
 - HootSuite, Thrive, Wildfire
- Create Social Media Checklists to Keep Things Organized

facebook®



Be Compelling

Deliver Value to Fans.

Post specials only to Facebook fans through sweepstakes, giveaways, offers, coupons etc.

Speak from a specific voice that represents your brand.

Use keywords to portray your brand image.

Position your brand as a problem solver.

Show you can make an impact.

Give fans exclusive content, products, events, and offers.

Announce product launches on Facebook first.

Take them behind the scenes.

Give early access to sales.

Post exclusive content

Be Specific & Relevant

Know your Audience

Give insider info to make fans feel in the know.

Be Seasonable & Timely

Write about current events & holidays.

Be Relevant

Link fans to articles that their community will care about.

This will show fans you are up-to-date.



Come Up With Effective Tweets

Cover a variety of subjects on your post, Include Images, sound clips, and videos

Follow Back Your Followers

Include Hashtag on Your Tweets

This will make it more effective and increase visibility

Post Content On A Regular Basis

It is necessary to keep followers engaged with you. Therefore you have to post regularly to keep your audience's interest

Tweet Length

<100 Characters=
+17% Engagement

Use Action Words

Verbs & Adverbs (not
nouns and adjectives)

Best Time To Tweet

Between 8am to 7pm

Best Days To Tweet

Saturdays & Sundays



If you think LinkedIn is just a place for job hunters and employers...you would be wrong.

LinkedIn has become a powerhouse marketing channel that can attract sales leads, engage prospects and accelerate the conversation of your leads into revenue.

- Clarify What Your Company Stands For
- Monitor Your Prospects & Customers
- Learn About The Media Covering Your Industry
- Position Your Company As An Industry Thought Leader (with Content!)

LinkedIn Quick Facts



NEW MEMBERS
join approximately
EVERY SECOND

44

Average age of user

85%

of US companies
plan to recruit
with LinkedIn this
year

6 million

United Kingdom

2 million
France

Average house hold income

Network of
professionals from
around the world

Europe

26+
million

120+
million

Execs
from all

Fortune 500
companies are LinkedIn users

Networking Strategies

PROFILE

- 1 Use headshot photo, not logo
- 2 Write headline with keywords
- 3 Claim your custom LI URL
- 4 Add multimedia to Gallery
- 5 Get 2+ recommendations
- 6 Connect w/people who view your profile
- 7 Add links for calls-to-action
- 8 Customize contact info w/ CTA

COMPANY PAGE

- 9 Build robust company page
- 10 Add your products/services
- 11 Add video for each product
- 12 Include deep descriptions
- 13 Get recommendations for each product/service
- 14 Post updates from company
- 15 Link to product pages
- 16 Mine Insights for follower info

SEARCH

- 17 Search for sales leads
- 18 Find college alumni
- 19 Search employees by company
- 20 Filter results geographically
- 21 Save searches & have LI email results weekly
- 22 Save up to 3 searches
- 23 Search Groups & Companies
- 24 Search for jobs by industry

RECOMMENDATIONS

- 57 Recs set you apart as trustworthy
- 58 Ask for recs from clients
- 59 Provide recs consistently
- 60 Be specific when providing
- 61 Only LI users can provide recs
- 62 Strengthens client relationships
- 63 Create system of asking for recs
- 64 Provides details missing from endorsements



GALLERY

- 25 Include multimedia on profile page
- 26 Any section can have a gallery
- 27 Add photos, videos, PDFs
- 28 Insert links in gallery descriptions
- 29 Create 30 sec welcome video for LI
- 30 Write actionable gallery titles
- 31 Include CTA links in descriptions
- 32 Send to landing page for optin

ENDORSEMENTS

- 49 Once-click credibility
- 50 Add skills to your profile first
- 51 News Feed shows latest
- 52 No opportunity for detail
- 53 Email notifications for new
- 54 Endorse top colleagues
- 55 Endorse wisely, ethically
- 56 Recommendations allow detail, endorsements = quick, lite

CONNECTIONS

- 41 Quality connections paramount
- 42 Start w/colleagues, alumni
- 43 Expand to clients, vendors
- 44 Include past employers
- 45 Add mentors, professors
- 46 Invite leads found via search
- 47 Connect w/ industry experts
- 48 Identify superconnectors

GROUPS

- 33 #1 Rule: Engage, don't broadcast
- 34 Ask colleagues for groups they use
- 35 Review group content before joining
- 36 Are connections group members?
- 37 Introduce yourself once joined
- 38 Initiate & participate in discussions
- 39 Increases visibility in LI & traffic to your website
- 40 Great place to ask questions

Post about 2 interesting topics related to our business



Pro Tip: Don't forget to tag people and pages in your posts

Update our company page status daily



Ask people to comment, like, or share posts

twitter

Re-tweet 2 interesting tweets a day



Send at least 3 new tweets daily

- Business related
- Fun & interesting
- Promotional
- Circulate our blog posts

Follow 10 new people per week

Pro Tip: Add #hashtags so your posts appear in trending topics

LinkedIn



Update our company profile and status

Connect with 3-5 new people per week



3 Follow new companies

Ask for 1-2 recommendations per week



Pro Tip: Post relevant blog posts in groups in which you belong, and ask for feedback

Google+



Share content at least twice a day to our personal Google+ profile & company page



Add 5 new people to our circles each week

Pro Tip: make sure your posts are set to "Public" to reach maximum users/search



Offer a Google+ Hangout session for a related topic in our industry

Host a monthly Google+ Hangout session for a topic in our industry*

Share

* Use Google+ Events to publicize it

Golden Rules of Email Marketing

- Do not send emails to those who are not expecting them
- Keep your database clean and well-organized
- Treat your users as customers and not as mere email addresses
- Always clearly identify yourself – send from a REAL PERSON that recipients can reply to
- Monitor the results of your campaigns
- Optimize your design for mobile
- Analyze the behavior of your database and adapt your strategy
- Innovate, surprise and try not to bore
- Work with a reliable and professional technological partner



Email Marketing Trends

- Monday emails receive the highest revenue per email
- **44%** of email recipients made at least one purchase based on a promotional email received last year
- Subject lines that prefer the best for B2B companies include the words: Money, Profit and Revenue
- **64%** of people open email because of the subject line
- **58%** of emails with subject lines of fewer than 10 characters are opened
- **22%** increase in likelihood of personalized subject lines to be opened
- **7/10** respondents used a coupon or discussion from a marketing email in the week prior to this pole
- **40%** of B2B Marketers rated the leads generated by email marketing as high quality

Why Use Email Marketing

- Cost-Effective
- Versatile
- Immediate
- Personal
- Trackable

Step 5: Convert Traffic Into Leads

Through attractive offers and Call-To-Actions that appeal to the potential buyers at all levels

- eBooks
- Whitepapers
- Videos
- Webinars

Having an effective call to action is an essential part of any website.

A company or organization's website should have an objective it wants users to complete whether it is filling in a contact form, signup for a newsletter or volunteering their time.

A call-to-action provides...

- Focus to your site
- A next step or direction to your visitors
- A way to measure your sites success

Sign Up For Our Newsletter Today!

And be the first to receive our monthly **specials** and **promotions** delivered straight to your inbox!

[Click Here for a free SEO Consultation](#)



TRY IT FOR FREE
GET STARTED IN SECONDS.



Free Case Evaluation

Name

Email

Message

[FREE CASE EVALUATION](#)

REQUEST A FREE QUOTE

<input type="text"/>	<input type="text"/>	<input type="text"/>
NAME	PHONE	EMAIL

TELL US A LITTLE BIT ABOUT YOUR PROJECT...

[SUBMIT](#)



Video Conferencing

Video conferencing solutions from Innovative Environments offer a number of advantages to businesses including reduced travel costs, increased productivity, competitive edge due to increased ease of communication and the implementation of environmental initiatives through the inherent "green" qualities of remote conferencing.

[Request More Information](#)

Step 6: Convert Leads Into Sales



Know which pages your leads view & when they return to your site. Lead scores are generated for all leads so you know who to contact first.



Leads are segmented into lists based on the form they completed or information you collect. This allows you to quickly send targeted messages.



Various lead nurturing campaigns are developed to further educate "Top of the Funnel" leads down to sales.

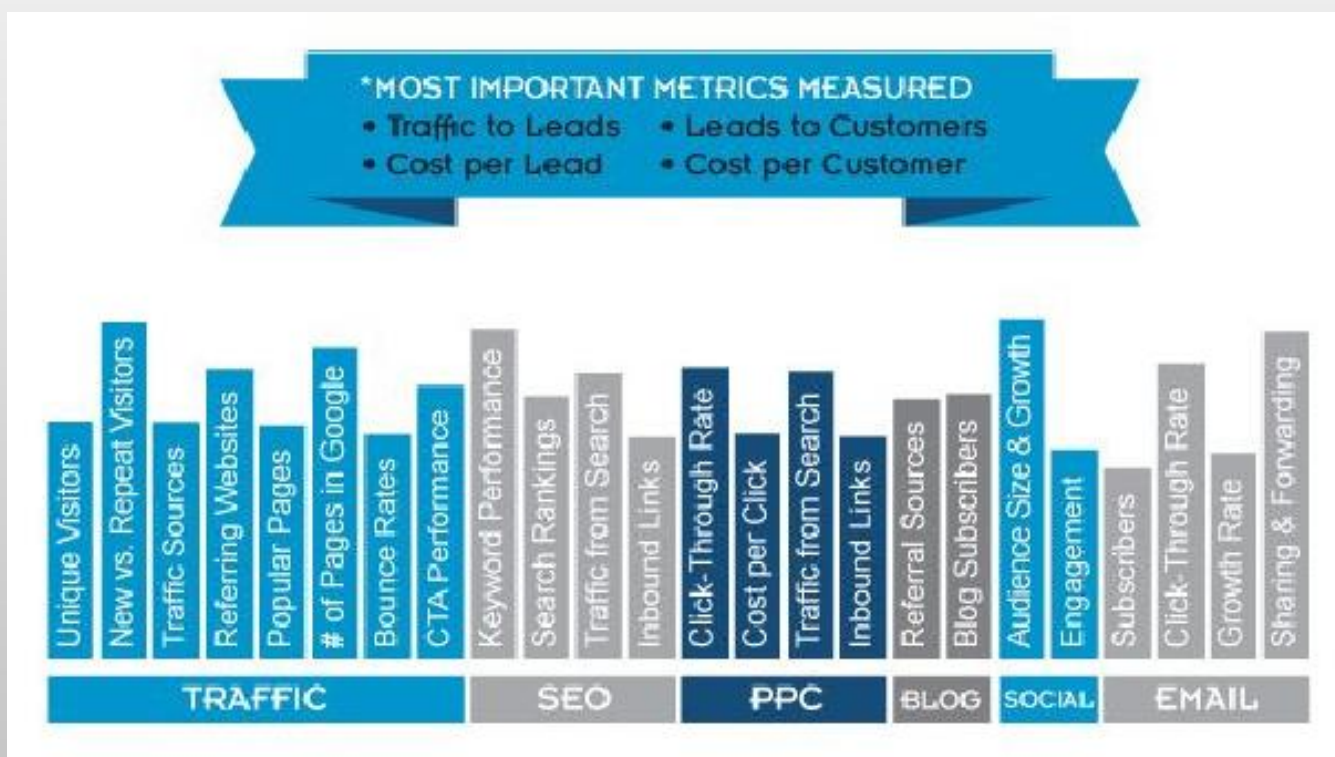


Email marketing is used to send timely messages to all contacts in your system.



Integrate a Customer Relationship Management software for an improved sales process and a closed-loop marketing campaign.

Measure Everything!



Monitoring Your Results

Popular Pages

-Is your call-to-action graphic (Contact, Demo, Quote) bringing more traffic to those landing pages?

<http://www.website.com/contact>

<http://www.website.com/demo>

Visitor Paths

-Are your visitors clicking on your graphic to get to the call-to-action page?

Free Tools To Help

StatCounter

www.statcounter.com

Google Analytics

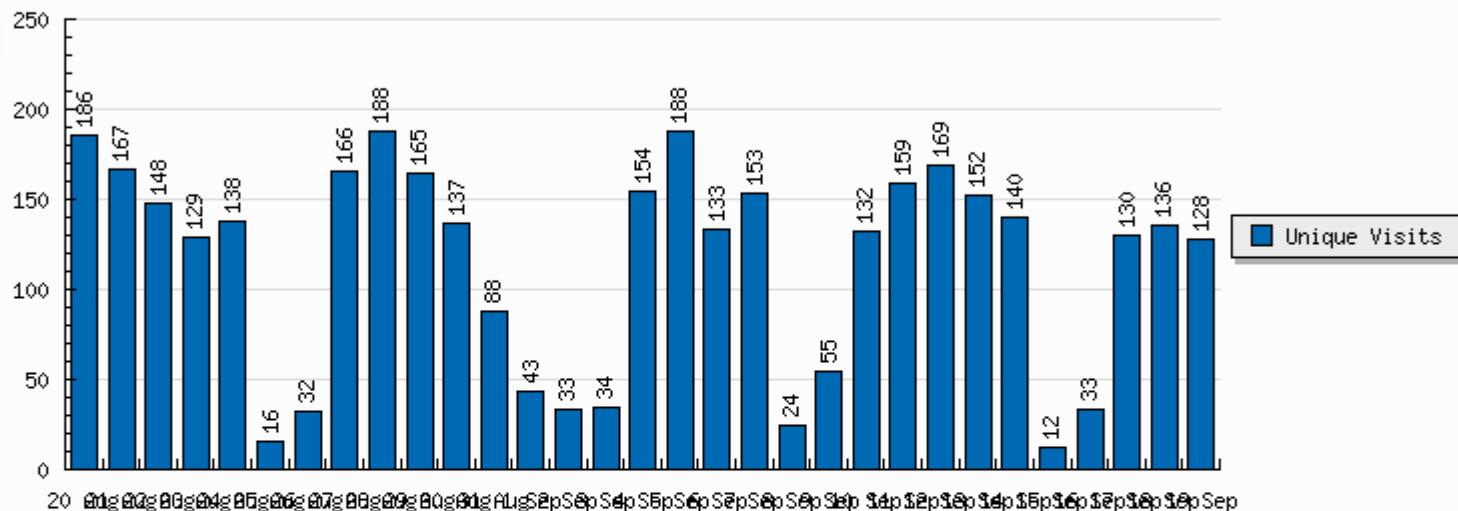
www.google.com/analytics/

Summary

- [Hourly](#)
- [Popular Pages](#)
- [Entry Pages](#)
- [Exit Pages](#)
- [Came From](#)
- [Keyword Analysis](#)
- [Recent Keyword Activity](#)
- [Recent Came From](#)
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- [Recent Pageload Activity](#)
- [Recent Visitor Activity](#)
- [Recent Visitor Map](#)
- [Country/State/City/ISP](#)
- [Browsers](#)
- [System Stats](#)
- [Lookup IP Address](#)
- [Download Logs](#)

SEO SPONSORS

- [Top 10 Search Listing](#)
- [48 Hour Google Listing](#)
- [1,000 Hits for \\$9.99](#)

OUR SPONSORS
[Get Targeted Visitors](#)


Date Range: Last 30 Days or 20 Aug 2012 - 19 Sep 2012

Data to Show: Page Loads Unique Visits Returning Visits

Graph Type: Bar Graph Area Graph No Graph

Save As Default

If the graph becomes unreadable select the Area Graph option!

	Page Loads	Unique Visits	First Time Visits	Returning Visits
Total	7,600	3,568	2,635	933
Average	245	115	85	30

Day	Date	Page Loads	Unique Visits	First Time Visits	Returning Visits
Wednesday	19th September 2012	284	128	92	36

Audience

Advertising

Traffic Sources

Content

Overview

▸ Site Content

▸ Site Speed

▸ Site Search

▸ Events

▸ AdSense

Experiments

In-Page Analytics

Conversions

Help

The Content Overview Report

Comparing Metrics

Using the Interactive Table

Content Overview

Page	Pageviews	% Pageviews
1. /	1,456	35.16%
2. /support/	604	14.59%
3. /demo/	137	3.31%
4. /train/	127	3.07%
5. /small-clinics/	121	2.92%
6. /contact-us/	116	2.80%
7. /about-us/	109	2.63%
8. /small-clinics/documentation/	104	2.51%
9. /partners/	85	2.05%
10. /small-clinics/overview/	76	1.84%

Pages on this site were viewed a total of 4,141 times

Pageviews: 4,141

Unique Pageviews: 3,259

Avg. Time on Page: 00:01:34

Bounce Rate: 46.83%

Thank You!

**Contact Design & Promote if you need help
implementing your Internet Marketing Plan 😊**

630.995.7109

www.designandpromote.com