

Online marketing tips

July 05, 2010

BY SHELLEY OWENS

CORRESPONDENT

Leanna Haag, owner of See Level Marketing, has one of the more popular local workshops on online marketing. Her first Social Media Marketing & Search Engine Optimization Workshop with the Corporate & Community Training Center at Indian River State College was such a hit, the CCTI has invited her back again and again. (Visit www.ctiirsc.com to register for upcoming workshops.) Now Haag routinely teaches to a packed house on how to develop an Internet marketing campaign.

She had a few tips for TCBJ readers, too.

“I make it a prerequisite when I work with a business that, before they dive into social media or Internet marketing, the first step is to develop a plan,” said Haag, who develops Internet marketing campaigns for businesses.

“First, plan how you are going to approach the Internet,” she said. “You want to know what you will communicate, to whom you will communicate, when you will communicate and your objectives for the communication up front.”

Define what you will measure your goals and how you will measure success, she said.

Plan different messages for different channels, she said. You have adequate room for messages on a blog or channels like Facebook. But Twitter limits your message to 140 characters. And the demographics for each channel are different. “Twitter is primarily a business-to-consumer channel while LinkedIn is business-to-business,” Haag said.

In addition, almost every industry has an online networking site specific to that industry, she said. The real estate industry has ActiveRain where they can post and blog. Managed service providers like Haag's client OcuCue in Vero Beach have the MSPAlliance for messages. And Hub Spot is where marketing professionals network with each other.

Define keywords."No matter whether you blog, social network or whatever your internet marketing plan, you want to have keywords that give you higher search-engine rankings," Haag said. "When I do keyword research, I go out and find that low-hanging fruit that competitors aren't using."

Geographic place names including "Treasure Coast" and your city name are important if you are, for example, a hair salon whose customers are within a short drive. Continue to evaluate all keywords for effectiveness throughout the campaign.

"My third tip would be to measure, measure, measure," Haag said. "You have to know what's working and there are measurement tools you can use to determine what is working."

"Facebook actually provides a weekly report to business customers," she said. "Use those metrics to determine how well you are doing. If you don't measure, you don't know what's working."

Find this article at:

<http://www.tcpalm.com/business/online-marketing-tips-ep-391400864-331722211.html>

Check the box to include the list of links referenced in the article.