



Value Based Marketing
A Proven Online Business Strategy



TABLE OF CONTENTS

Executive Summary.....	Page 3
What is Value Based Marketing	Page 4
Goal Setting	Page 5
Tracking Your Success	Page 6
Iterations of Your Campaign	Page 8
Strategic Consulting.....	Page 9
Value Based Marketing Grader	Page 10
Organic Search.....	Page 11
Local Search.....	Page 14
Mobile Marketing	Page 16
Paid Search	Page 18
Social Media	Page 20
Lead Nurturing.....	Page 22
Converting Customers	Page 24
Video Marketing	Page 26
Customer Reviews	Page 28
Reputation Management	Page 30
Getting Started	Page 32
About Us.....	Page 33
Notes	Page 34

EXECUTIVE SUMMARY

To maximize your business in the Internet age, you need a marketing strategy that goes beyond basic branding and exposure. You need an innovative approach focused on website traffic, lead generation, sales growth and measurable results that deliver ROI.

At National Positions, we have created a methodology that helps you achieve maximum profitability. You get breakthrough solutions for a more competitive Internet age. We call our approach **Value Based Marketing**. At National Positions, we work tirelessly to bring you marketing technology and services that are proven to grow your business.

This whitepaper examines all the online marketing channels available and how to apply Value Based Marketing to ensure that you're using a data-driven approach to deliver maximum ROI.

We studied the marketing campaigns of our entire client base to see what drives online lead generation for your business. Here's what we found:

60% of leads derive from Organic Search (including Local and Mobile Search).

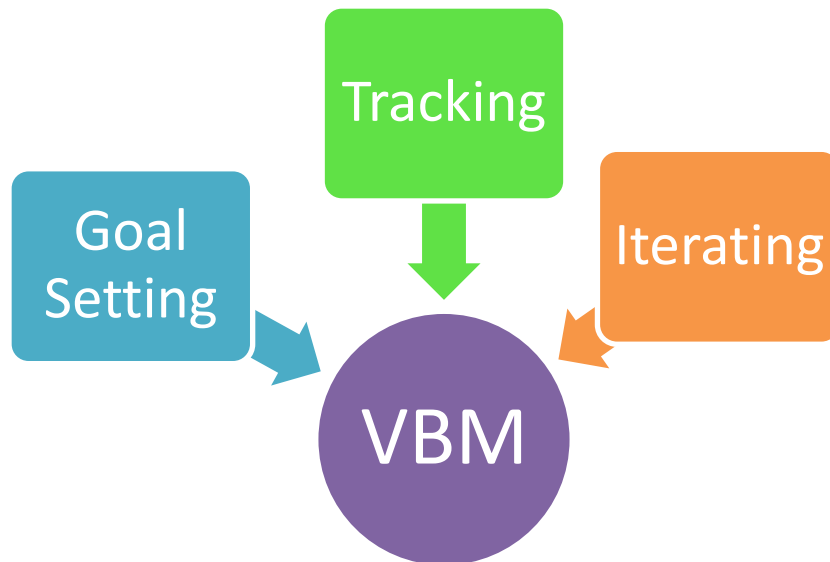
20% of leads derive from Paid Search (including Comparison Shopping Engines).

10% of leads derive from Social Media and Blogs.

5% of leads derive from Customer Reviews.

WHAT IS VALUE BASED MARKETING?

Value Based Marketing is an innovative new approach to marketing your company in the Internet age. As we see it, Value Based Marketing is the sum of three key features: it is data-driven, analytical and creative. To fully implement the Value Based Marketing methodology, you need a marketing strategy that features all three traits.



Goal Setting: Requires a plan set forth at the outset of your campaign. Your goals must fit your overall strategy and must have measurable benchmarks that prove ROI.

Tracking: Requires a commitment to objectivity and number crunching. Your answer to every question should be “let’s test it!”

Iterating (Course Correction): Requires a commitment to on-going optimization for short-term and long-term success. Technology moves incredibly fast; you must be always looking at new developments and the latest tools to ensure an innovative marketing plan designed to meet your goals

GOAL SETTING

Before you can effectively implement your marketing campaign, you need to ask yourself, “What are our goals? How should we use the web to create new sales opportunities for the company?” Your marketing plan will be defined by your answers.

Is your company’s website intended for lead generation or information opt-in services? Do you have an eCommerce site that drives most of your revenue? Do you rely on local customers coming to the store? Here’s a list of what plans may fit your business model.

ECOMMERCE WEBSITE



Required: Search Engine Optimization (SEO), Social Media Marketing (SMM).

Recommended: Conversion Optimization, PPC advertising, Video Marketing, and Lead Nurturing.

LEAD GEN WEBSITE



Required: SEO, Conversion Optimization

Recommended: SMM (if B2C business), PPC Advertising, Video Marketing, Lead nurturing.

LOCAL BUSINESS



Required: SEO, Local Search, Mobile Marketing, Customer Reviews

Recommended: Conversion Optimization, SMM and Lead Nurturing.

TRACKING YOUR SUCCESS

The key to Value Based Marketing is tracking your campaign. The only way to maximize your lead generation and sales growth is to measure your online marketing to see what's working and what's not. The good news is there are so many amazing tools available to help you track your success. The key is to as be as objective as possible; don't stubbornly stick to a particular strategy just because you thought it might work. The numbers don't lie! Value Based Marketing is all about studying the data to make smart moves that deliver ROI.

Key Performance Indicators (KPI) are data points that track the success of your campaign. KPIs identify the following: what's working, what's not, how to improve, and how to implement the new tactics to drive ROI. Here are the KPIs you need to track:

WEBSITE TRAFFIC

1. Competitive Traffic Analysis: How much traffic is your site driving compared to your top competitors?
2. Traffic Source: Where is your traffic coming from?

ORGANIC SEARCH

1. Indexed Pages: How many of your site's pages are indexed by the search engines?
2. Baseline Keyword Analysis: What words are people using to find your business?
3. First Page Keyword Count: Are you ranking well for any of your top keywords?
4. Link Analysis: Do you have many inbound links to your website?

PAID SEARCH

1. Click-Through Rate: Are people clicking to your site when they see your ad?
2. Cost Per Click: How much are you paying for your exposure?
3. Conversion Rate: How many clicks are converting to leads/sales?
4. Cost Per Acquisition: How much do you pay for each lead/sale?

BUSINESS BLOGGING

1. Blog Traffic: Is your blog driving traffic to your site?
2. Referral Sources: Who is linking to your blog posts?
3. Post Views: How many people read your posts?
4. Calls To Action: Does your blog have strong calls to action for lead generation?

SOCIAL MEDIA MARKETING

1. Reach: How many fans and followers do you have on Facebook, Twitter and Google+?
2. Visibility: Are people sharing your activity with their friends and followers?
3. Brand: What are people saying about you?
4. Traffic: Are your social profiles driving traffic to your site?

LEAD NURTURING

1. Click-Through Rate: Are people opening your emails and reading them?
2. New Leads: How many prospects contact you after receiving an email?
3. Conversion Rate: How many prospects become customers down the road?
4. Unsubscribe Rate: How many people opt out of your email campaign?

CONVERSION

1. Unique Visitors: How many individual visitors does your site get?
2. New vs. Repeat Visitors: How many visitors are new and how many are returning?
3. Referral Traffic: How much traffic is referred from other sites around the web?
4. Bounce Rate: How many visitors leave your site soon after landing on it?
5. Landing Pages Conversion Rate: How many visitors take an action (opt in, call, or buy)?

ITERATIONS OF YOUR CAMPAIGN

It's not enough to track your success. You need to optimize your campaign for maximum growth. That's the final key to Value Based Marketing!

You need on-going iterations that, taken out of context, might seem small but make a huge difference over the lifetime of your campaign. These iterations are what drives long-term success. This is where **Key Performance Indicators** are crucial.

KPIs don't just tell you what needs to be improved, but the process by which things need to be implemented! Certain goals need to be achieved first before others can be set. For instance, your site needs a healthy amount of targeted traffic before you can generate leads. And you need qualified leads before you focus on optimizing your lead nurturing and conversion rates. To see how KPIs translate to measurable ROI, see the example table below:

Measurable Objectives

Metric (30 day average)	Campaign Start	Current
Brand Engagement (%)	44	41
Pages Bringing Traffic (%)	100	100
Average Pageviews per Visit	3	3
New Visits (%)	74	75
Average Time on Site (s)	175	166
Bounce Rate (%)	47	47
Goal Conversions per Month	31	30
E-commerce transactions per Month	0	0
E-commerce Revenue per Month	\$0.00	\$0.00
Goal Revenue per Month	\$0.00	\$0.00
Page Views per Month	8,988	8,668
Visits per Month	2,815	2,711

STRATEGIC CONSULTING

Value Based Marketing requires on-going strategic consulting. This may be done by an in-house marketer or an agency that manages your marketing campaigns. Either way, you need a dedicated team of consultants who optimize your online sales funnel. To maximize growth, your marketers need to focus on three key areas.

TOP OF THE FUNNEL

Are you doing enough to bring visitors to your site? Are you creating enough new leads and sales for your team? How is your online visibility on search engines and social networks?

MIDDLE OF THE FUNNEL

Does your content (website, social media, email marketing) provide enough value and nurture leads? How many of your site's visitors are converting to customers?

BOTTOM OF THE FUNNEL

Are you tracking the data to see what's working and what's not? Are you using tools to measure your ROI? What is the cost per lead for each marketing activity?



VALUE BASED MARKETING GRADER

We created the VBM Grader to measure every marketing channel. Our grader will help you find out which marketing channels are most profitable for your business and how best to use the Internet to grow your business.

Each marketing channel is graded in 5 areas.

THE OPPORTUNITY  **out of 4**

How lucrative is the marketing channel?

INVESTMENT  **out of 4**

How much does it cost to boost visibility and create leads?

RISK  **out of 4**

What are the short-term and long-term financial risks associated with the investment?

RETURN  **out of 4**

What is a realistic Return on Investment (ROI) for your marketing investment?

TRACKING



out of 4

How well can you measure your campaign's success? Is there quantifiable data to measure the exposure, the lead generation and the increase in sales?

ORGANIC SEARCH

Getting found in the organic search results must be the foundation of your Internet marketing strategy.

This is because your customers are using the organic search results on Google, Bing and Yahoo to find the products/services they need; they use the search engines more than anything else on the web!

In fact your company website needs to rank on the first page of the results for the keywords most associated with your industry. To fully grasp the impact search engine exposure, check out the image below:



As you can see, **80-85% of all clicks on Google** go to the organic results rather than the paid results. This means that it's essential to use Search Engine Optimization to get your company website to the top of the search results!

THE OPPORTUNITY



The opportunity is enormous. The best way to transform your business for the Internet age is to get found on Google. **97%** of customers research on the search engines before buying and **92%** of customers contact businesses immediately after searching.

All marketing case studies prove that prominent visibility on the search engines will significantly boost your lead generation and sales! SEO creates an enduring footprint online that continuously drives traffic to your site. A comprehensive SEO campaign will significantly increase your web presence, get you found by people searching for your products and converts many visitors into customers.

INVESTMENT



SEO is a long-term investment. It usually takes **3-6 months** to start to see first-page results that grow your business. However, the amount of time is offset by the relatively cheap cost. Remember, it costs a lot more to pay for exposure on the paid search results! Also, you're creating an organic footprint that will create permanent market exposure. (This is different from paid search exposure, which goes away if/when you stop paying Google for the visibility.)

RISK



The risk is pretty small. This is one of the benefits of SEO. Your SEO campaign should NOT have any set-up fees and can be managed on a month-to-month basis without long-term contracts. This means that if you're not seeing the results you desire, you can cancel easily. But, SEO is the most cost-effective online marketing strategy and you should have some patience. If you don't see ANY results after **3-6 months**, then it's time to find another marketing agency to run your SEO campaign.

RETURN



The ROI is phenomenal, especially if you get first page rankings for all your top keywords. On average, organic search has **9 TIMES THE ROI** than paid search has over the long-term (18+ months). We have many clients who have DOUBLED THEIR BUSINESS within 12-24 months of starting their SEO campaign. This is what makes SEO the cornerstone of online success.

TRACKING



Everything can and must be tracked! Your SEO is a data-driven approach to advertising. You need to know which are the most popular keywords associated with your business, what keywords are driving the most traffic to your site, where the traffic is coming from (Google, Facebook, Twitter, etc.) and what customers are doing when they get to your site.

All the data is available, but it will take **3-6 months** to fully grasp the patterns. As you drive more targeted traffic to your site and generate more qualified leads for your business, you will glean insight from the performance of your online business. From here, you will be able to optimize your campaign for on-going growth.

LOCAL SEARCH

If you have a local business or local branches all across the country (or even the world), it is crucial that you are found in the local search results and on Google Maps. The Yellow Pages are extinct! They have been replaced by local search results on Google. To succeed in today's competitive market requires an agile marketing plan that makes your local business stand out from the crowd.

How important is local search? There are **4 Billion** local searches on Google every month. **61%** of all local searches result in a purchase, **55%** of people use their mobile device to search for local products/services, and **90%** of mobile local prospects take action within **24 hours**. So more people are using the web to find local products/services and they are buying them immediately after searching!

THE OPPORTUNITY



In many ways, Local Search is what SEO was about 4-5 years ago. While universal search results and paid results have become incredibly competitive, not that many companies have optimized for local results. In fact, many of the biggest chain business in the world have NOT even optimized for local business. So there's a HUGE opportunity to capture the local online market before it is over-saturated.

INVESTMENT



The opportunity for local search is huge, but the cost of investment is minimal compared to universal SEO and PPC. Remember that a local search campaign is scaled to the number of local branches, so if your company has 20 branches you'll need to optimize 20 local campaigns. Also, the cost will depend on how densely populated the area and how competitive the market.

RISK



The risk is very small, which is another reason why you really should optimize your business for local search.

RETURN



The ROI is strong, but it all depends on your business. If your business does sales online (ecommerce) as well as in-store, then the ROI is good but not great. (Remember, it's all about understanding your goals!) But if you are a local business that does all sales in store and relies on customer loyalty and word-of-mouth marketing, the local search **CAN ABSOLUTELY TRANSFORM YOUR BUSINESS!** The ROI for, say, a Personal Injury Lawyer or a Pediatrician or a Restaurant is **TREMENDOUS!**

TRACKING



We have developed software that will show you where your business and/or branches rank on Google, where your Google Places page ranks (if you have one) and how many customer reviews accompany your local listing. So you can track everything from the start. Once the campaign is kicked off, you can use Google Analytics to measure the traffic for each branch. But if you rely on in store local sales, you might not be able to track all leads and sales without independent customer surveys.

MOBILE MARKETING

The rise of smartphones and tablets has revolutionized the way your business can be found, particularly if you have a local business. Mobile devices offer revolutionary new opportunities to your business. There's great potential in the users of smartphones and tablet computers, all of whom are using their mobile devices to find products and services they need. Meanwhile, Google's mobile search results are ranked somewhat differently than its traditional, universal results. If you optimize your business for mobile search, you will get found by more mobile customers and create new leads.

THE OPPORTUNITY



The mobile search landscape is an untapped resource. **71%** of mobile users have searched after seeing a mobile ad. **53%** of mobile users purchase products/services as a result of a mobile search. **90%** of mobile users take action (purchase online, visit the store, etc.) People are using their mobile devices to find products/services but most companies have NOT YET CAUGHT UP TO THIS NEW MARKETING REALITY. Only **33%** of all websites are optimized for mobile search. If you invest minimal marketing in mobile search and a mobile optimized website, you can dominate the mobile channel for your market. So there is a real window of opportunity, but it may only last a year or two. By then, the mobile market will be much more competitive.

INVESTMENT



Much like Local Search, the cost of investment is pretty cheap compared to all other marketing channels. The cost will remain low as long as the mobile search market goes ignored by most businesses. Once the mobile market becomes more competitive, the cost to get to the top of the mobile search results will go up.

RISK



Much like Local Search, the risk is tiny compared to other marketing channels. Considering how cost-effective it is to optimize your site for mobile search, it's a no-brainer to jump at the chance of creating a new source for lead generation.

RETURN



There is an amazing opportunity to dominate the mobile market, but the market is just now developing. Thanks the rise of Groupon, Foursquare and all other location-based consumer applications, your business is going to need a comprehensive mobile marketing strategy. If you get in on the ground floor now, you are well positioned to create new leads and dominate a bigger market down the road. But as of right now, the market is somewhat limited.

TRACKING



Just as the market is in its infancy, so are the mobile tracking tools. You can track the online traffic, lead generation and conversion as well as how many sales you get location-based consumer apps like Groupon and Foursquare, but the tracking is incomplete at the moment and will improve overtime.

PAID SEARCH

Paid search advertising—known as Pay Per Click (PPC) campaigns—are a fast way to gain visibility in the search engines. PPC lets you boost visibility on the search results, shopping results and Comparison Shopping Engines (CSEs). Even beyond generating site traffic, your PPC ads should help convert visitors to paying customers by qualifying the traffic. PPC advertising gives an instant return. By establishing target metrics from the outset of the campaign, you are able to turn your advertising from an expense into an investment.

THE OPPORTUNITY



The opportunity is very strong; however PPC ads are the most mature of all online marketing channels. After all, Google generates roughly **\$140 Billion** in revenue each year and **97%** comes from paid search advertisers. So the market is mature, expensive and capped. However, since the market is so established, it is easy to establish realistic goals for your ROI. Also, paid search is the only real way to generate significant online exposure for your business in a short period of time. If you are in the midst of a big promotion for a new product or making a season promotion, paid search is likely the most lucrative marketing opportunity.

INVESTMENT



Paid search is expensive. Google charges you for every user who clicks-through the ad and lands on your website. (Hence the term “Pay Per Click”).

RISK



Paid search is the riskiest of all online marketing channels. A lot of companies lose money with paid search because they don't have a data-driven, comprehensive PPC strategy. Your company pays for each

click to your website NOT each sale. So if you're getting click-throughs but not conversion you are potentially losing lots of money. Also, paid search DOES NOT CREATE AN ORGANIC FOOTPRINT! As soon as you stop/can't afford paid search, your online visibility drops substantially.

RETURN



While paid search is risky, the ROI can be tremendous if you have a good strategy in place. While organic search offers **9 TIMES THE ROI** than paid search offers over the long-term, the short-term gain is amazing. But you need a PPC team that has experience going after the best keywords, creating ad-copy and landing pages that sell, and analyzes the results for optimization. If you have such a team, the immediate ROI is unmatched.

TRACKING



Because paid search ads generate Google's revenue, the search giant has created a suite of tools to help companies track their investment so they keep spending. Google Analytics helps you analyze your PPC advertising and all website traffic. Other tools such as Mongoose Metrics provide conversion tracking so you can see what is driving traffic to your site, why customers are converting and why some are leaving before buying.

SOCIAL MEDIA

Social media is by far the most controversial online marketing channel. Some say social media is revolutionizing the way your business will get found by new customers, while others say it's all hype and a total waste of time and resources. We think the truth is much more complex. Here's our breakdown of social media marketing as we head into 2012.

THE OPPORTUNITY



Quite frankly, there isn't enough quantifiable data to prove the direct impact of social media on your business right now. But the long-term opportunity is big. There are **800 million** users on Facebook, **200 million** users on Twitter and **75 million** users on Google+ worldwide, all of whom are using social media to connect with people, brands and products/services they use. **57%** of companies use their blog to create leads; while **48%** of companies use Facebook to create leads and **42%** use Twitter to create leads. So while the lead creation isn't huge right now, your company still has a great opportunity to build its community and create brand loyalty. If you do, your company will be well positioned to dominate the market in the coming years. What's more, you can leverage existing clients, win over new clients and grow your business. And most of all, you can communicate with existing customers on a **1-to-1** basis to ensure customer satisfaction and increase retention. Meanwhile, your brand's social activity is now impacting the organic search results. This means that social media marketing is necessary to boost your exposure on Google's search results!

INVESTMENT



The great thing about social media marketing is the cost of investment is small. If you have the time, you can create your own social media presence for free! If you have an in-house marketing team, they can help build your community.

RISK



The only substantial risk is thinking that social media marketing is an adequate replacement for SEO or PPC. So long as social media compliments your core marketing channels, the risk is virtually nothing!

RETURN



The ROI is small. Social media helps you boost customer satisfaction, so there's ROI in customer retention and repeat business. But social media is still in its infancy and hasn't evolved into a moneymaker yet.

TRACKING



Google Analytics shows how much traffic is driven from other sites around the web, including Facebook and Twitter. But the analytics on Facebook and Twitter aren't strong enough yet to quantify your lead generation and sales growth.

LEAD NURTURING

Email marketing is an overused but under-utilized way of reaching new customers. The best way to use email marketing is for lead nurturing. Most of your prospects are interested in buying your products or services, but they might not be ready to buy right away. Too many companies lose out on sales by approaching potential customers once or twice, and then never communicating to them again if they don't buy immediately. Since you are investing so much time and resources into lead generation, you should focus on how to nurture leads so they stay in your sales funnel and convert down the road.

To do this, you must use email marketing software to segment your lead lists and send targeted, automated email campaigns to your leads. These emails are designed to strengthen your sales funnel by adding more personal touch points to each lead. To maximize lead nurturing, you need to provide the information that is keeping your leads from converting to customers. You must ask yourself, "What information do my customers value? And what value can I provide to convince them that my business is right for them?" If you can do this effectively, you can really transform your business with an influx of new sales!

THE OPPORTUNITY



50% of qualified leads are not ready to purchase immediately. If you call these leads up and push them into making a decision right away, you will likely lose them. Only **25%** of leads are ready to go to a sales rep. Lead nurturing emails get **4-10 times the response rate** of stand-alone email blasts. If performed right, lead nurturing can recycle old leads or cold leads and turn them into new customers. In essence, lead nurturing creates new sales opportunities without going after a new marketing channel.



INVESTMENT

There are wonderful yet inexpensive email software tools available for your lead nurturing campaign. These tools can integrate with your website and CRM for automated campaigns. The investment is so

small that you really have nothing to lose. We recommend a low-cost email tool to get started. If you find lead nurturing is boosting sales significantly, it might be worth looking into a more expensive, turn-key solution.

RISK



The financial risk is practically non-existent. However, there is somewhat of a branding risk if lead nurturing isn't done right. If you clumsily execute your campaign by email blasting every lead you've ever had, you will be accused of spamming customers. And if angry customers post anything online that connects your business with spamming, your reputation will be tarnished! If that happens, your business will suffer. So be careful. Lead nurturing should be used for targeted lists and should contain personalized emails.

RETURN



The ROI is phenomenal considering how little it costs to expand your sales funnel and add new sales opportunities over a longer period of time.

TRACKING



With the right email software, you can integrate Google Analytics and your CRM to track the KPIs for every email campaign. You can study the data to improve your email campaigns for better click-through rates and better conversion rates.

CONVERTING CUSTOMERS

Getting found online is crucial for your company's success. But getting found online is only half the battle. To maximize your business, you need to convert visitors into customers as often as you can. Conversion helps you increase your profits while letting you spend less on advertising.

There are many different Conversion programs out there. There are software tools that help you do it yourself, and there are consultants who perform multivariate or A/B testing for new designed pages. The kind of Conversion program we're going to look at is our own methodology, A/B testing for 3 newly designed webpages measured against the original page as the baseline. We've chosen our own methodology because we think this is the most cost-effective conversion solution. You can always keep optimizing your sales funnel by tweaking your website here and there. But our approach to Value Based Marketing is to focus on efficient, cost-effective solutions that boost profitability as soon as possible.

THE OPPORTUNITY



Conversion is all about increasing revenue while spending less on advertising. Take the following example. In scenario 1, your company spends **\$2,000/month** on Internet marketing. You generate **5,000** visitors to your site and you convert **1%** of visitors to customers. In scenario 1, you generate **50 conversions** and your acquisition cost is **\$40**. In scenario 2 your company spends \$2,000/month on Internet marketing and you generate 5,000 visitors to your site. But you convert **2%** of visitors to customers. This is still not a great conversion rate! But at 2%, your acquisition cost is cut in half to **\$20!**

INVESTMENT



Over a 4-month period, your conversion consultants should design 3 new pages, test each page against the original, study the results and make a strategic recommendation for your whole site. If the new design shows a huge boost in conversion, you may want to consider redesigning all or most of your

website. A website redesign can be expensive, that's why it's crucial to do a conversion test first. You need to find out what sells and build a website accordingly so you have a data-driven approach that will boost ROI.

RISK



The risk is quite small compared to the risk of redesigning your website without sufficient conversion testing. Conversion testing is all about risk reversal. Remember, website design is NOT about what looks pretty. It's about what works. Value Based Marketing requires a commitment to data-driven marketing!

RETURN



The ROI should be immediate. You're investing money in driving traffic to your site. So you should be able to improve your conversion rate and boost sales right away. If not, your conversion program is not working.



TRACKING

The great thing about conversion is that EVERYTHING IS TRACKABLE. Indeed, the measurable data is what drives conversion optimization. Google Analytics lets you create goals so you can analyze your sales funnel. You can split the traffic many ways to see how each page on your website is performing.

VIDEO MARKETING

Video marketing is a great way to cost-effectively drive traffic to your site and boost customer engagement with your brand. For one, videos are a great source of marketing content to put on your website, blog and social networks. Secondly, Video SEO boosts your visibility in the search results. Google's search algorithm now offers blended results with a mix of news, shopping, images and video. This means optimized video content boosts your overall brand exposure online.

THE OPPORTUNITY



By 2012, online videos will account for more than **50%** of all consumer Internet traffic. Recommendations from other people account for **60%** of all video clicks on YouTube, and there are over **500 tweets** containing YouTube links every minute. And customers' exposure to your YouTube video are **437%** more likely to engage your brand (go to your Facebook page, Twitter feed or your website). All this data reveals that creating videos and optimizing them for search helps your business in 3 ways: 1) drives traffic to your website; 2) creates customer engagement on social media; and 3) increases conversion with more engaging content. Despite all the benefits of online video marketing, less than **10%** of all businesses create video content! Videos offer a great chance to differentiate your company and stand above the crowd.



INVESTMENT

Thanks to technology, it is unbelievably cheap to produce your own videos. You may want to create slick, high-production-quality videos that may cost a bit more. We recommend you NOT DO THAT! For viral video marketing, you should make two kinds of videos: 1) a **60-90 second** videos that introduces your team, who you are and what you do: and 2) casual, informative videos that are self-made. Remember, the most valuable videos are the ones that are helpful, casual and personal. They have the added bonus of being really cheap to make!

RISK



There is little risk involved. As long as the video doesn't embarrass you or sully your brand, you can only benefit from making a cost-effective video that engages customers.

RETURN



The ROI can be phenomenal if you make a video that goes viral (gets 50,000+ views and drives new visitors to your site.) Video should complement your other campaigns like SEO or PPC, not replace them. On its own, video is not nearly as powerful.

TRACKING



You can see easily measure how much traffic is driven to your site from YouTube and other video sites. You can also measure the social activity surrounding your videos on YouTube, Facebook, Twitter and Google+.

CUSTOMER REVIEWS

The Internet has fundamentally changed marketing because now, for the first time, your customers have a voice. If they are happy with the product or service, they can take to the web and spread the word. Similarly, if they are unhappy with the product or customer service they can post negative reviews online. All data proves that your customers are heavily swayed by the reviews of other customers. According to an eMarketer 2011 study, **78%** of people research a product online before buying it and **44%** of all purchases is impacted by online reviews. For your continued growth, you must adapt to this new marketing reality and ensure that your brand is surrounded by dozens, even hundreds, of positive reviews that reinforce the quality of your products and services.



THE OPPORTUNITY

The opportunity is tremendous. Positive review marketing is the next generation of online marketing. Right now, almost all companies are ignoring the fact that negative reviews (or a lack of positive ones) are hurting their business. You have the chance to stand out from your competitors by circulating positive reviews. If you do, you'll establish your brand as an industry leader with the best customer service. This is the most cost-effective solution to positive brand management.



INVESTMENT

Very few marketing agencies even offer positive review marketing at the moment. However, the cost for such a campaign should be about **\$400-800/month** for each branch. Considering all the time and resources devoted to acquiring new customers, gaining their trust and building your reputation, this is a bargain!

RISK



Much like conversion, this is all about risk reversal. The risk lies in NOT DOING THIS! If you leave your brand vulnerable to the reviews of angry, eccentric customers or shady competitors, you have no control of your reputation.

RETURN



It's difficult to measure the ROI, but every marketing study shows that your business will greatly benefit from many positive reviews from happy customers. This might not grow the top of your sales funnel, but it will definitely convert more traffic into leads and sales.

TRACKING



Since positive review marketing is an on the cutting edge of Internet marketing, there aren't enough tracking tools to quantify the ROI. This is a problem for all brand marketing, in general. It's tough to find a tangible value for your reputation, yet it's undeniably valuable.

REPUTATION MANAGEMENT

Every day negative comments, defamatory remarks and downright lies are posted around the web. One of the worst feelings as a business owner is to have a potential client search your company and find negative feedback. In fact negative, unfounded content on the web cost companies just like yours millions in lost business. Your reputation is your most valuable asset. You must protect it. Online reputation management (ORM) drowns out negative content and promotes positive content so that you can repair your online brand. ORM ensures that when customers search your business online, they find the information you want them to see.

THE OPPORTUNITY



90% of people trust recommendations from people they know, **87%** of people think the CEO's reputation matters, and **78%** of people research a company online before buying its products/services. From a standpoint of risk reversal, the opportunity with ORM is hugely important. It is impossible to maximize your online business if the online community tarnishes your reputation.



INVESTMENT

ORM is hardly straightforward and many of the negative review sites are well established and optimized pages. So how can you stamp out negative content? You must create positive content on microsites, blogs, social media profiles, business profiles, videos sites and syndicate positive customer reviews. The cost depends on the size of your company and the overall health of your brand. A strong ORM campaign should run for no less than **3-6 months**.

RISK



ORM can be a double-edged sword. On one hand, promoting your brand in the Internet age is crucial to growing your business, because negative commentary can spread like wild fire. On the other hand, it's very tough to measure the ROI that's associated with branding. ORM doesn't really fit the Value Based Marketing methodology. Remember, VBM is all about a data-driven approach that tracks your lead generation at every step! Branding is qualitative and hard to track. That's why you should only consider ORM if you can prove that poor branding is hurting your business!

RETURN



If you can prove that sales have suffered or flat-lined since the spread of negative content hurt your brand, then the return on ORM is definitely there. The investment in a successful ORM campaign pales in comparison to the sales growth needed to maximize your business.

TRACKING



You can easily track the work of an ORM campaign—what search results are showing up on Google's first page when you search your brand name, what your Facebook Page and Twitter Feed display—but it's VERY TOUGH to track the effectiveness of the campaign. All you can really know is the sales before and after, but the fluctuation in sales could be attributed to many factors. Without a Value Based Marketing methodology, ORM is a risky tactic that should only be implemented as a last-ditch effort.

GETTING STARTED

After looking at all the different ways you can use the web to grow your business, you may be asking yourself, “OK, all this is great. But how do I get started?”

The foundation of your campaign should be Search Engine Optimization, for two reasons. One, all data proves that organic search drives more leads than any other marketing channel. Two, SEO help is an investment in your website that creates a long-term footprint online and, in doing so, sets up your marketing efforts for all other channels including paid search and social media.

To get started, here are the 5 metrics you need to create your SEO campaign and start driving traffic to your website.

BASELINE KEYWORD ANALYSIS: What are your top keywords? Use Google Adwords Tool Box to find out what people are searching when looking for your products/services.

COMPETITIVE TRAFFIC ANALYSIS: Who are your top competitors in the search results and how much traffic are they driving to their site?

FIRST PAGE KEYWORD COUNT: How many of your best keywords are you currently ranking for on Google, Bing and Yahoo?

LINK ANALYSIS: How many inbound links are coming to your site? How many links are your competitors generating?

WEBSITE ANALYSIS: Is your website optimized for your best keywords? Does your site have technical errors on content deficiency that is harming your search exposure?

ABOUT US

We are one of the biggest Internet marketing companies in the U.S. We specialize in Search Engine Optimization, Pay Per Click advertising management, Social Media Marketing, Reputation Management and Conversion Optimization. We have a proven track record with over 1,500 clients worldwide. We work with companies of all sizes, but some of the larger brands we currently service include Wal-Mart, Samsung, Land Rover, Minolta and AAMCO. From 2009-2011, Inc. Magazine named us one of the fastest growing private companies in the U.S.

We pride ourselves on leveraging innovative technology with personal customer service. We see ourselves as an extension of your team. That's because we know that your success is our success. The more we understand your website and your business, the more brand exposure we can get you and the more we can help you grow your business.

We are based in Los Angeles, California, with branches in the United Kingdom, Australia, Israel, South Africa and India.



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