

Show Me the Money!
How to Skyrocket Your Profits on the Internet?

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What's Online Marketing?

- Online Marketing means using the Internet or related technologies to promote your business
- You could use the internet to automate **buying, selling, advertising, production, distribution, management**, or any type of business operations
- Typical examples of online marketing include: **having a web site, using e-Bay to buy/sell online, email Advertising, Banner Advertising, and Online Surveys/Questionnaires**
- Small Business owners are increasingly using the internet to **improve customer relations, simplify administrative tasks, reduce costs, improve productivity, and ultimately increase revenue**

Why Would You Decide to Promote Your Business Online?

- **Huge Market:** The Internet is a huge market place with millions and millions of people visiting sites, exploring and researching on a daily basis. Recent Statistics have shown that 70% of the customers research online before deciding where to buy a product/service
- **On-demand Market:** Customers check your web site when they're interested in your service, unlike conventional marketing ways that impose the product/service on the consumer. For example: how do you react when your mailbox is showered with flyers?!
- **Cost-effective Market:** Consider for example the price of building a web site compared to the price of placing an Advertisement in the newspaper for few days. Another typical example is the cost of a printed catalogue/brochure versus the price of an online catalogue/brochure
- Online business promotion gives you **24/7 exposure** to your potential customers
- Promoting you business online allows you to **reduce your costs, maximize your profits and increase your customer base**

How to Choose the Right Web Site for Your Business?

There're many factors that would determine the type of web site you would choose for your business. However, your **Online Marketing goals** and **your Budget** should be your number one priority to make the suitable choice. The following are listing of the most common web site types:

1. Informational Web Sites/ Online Brochures:

These Web Sites are best suited for small business owners who have limited budget for their online business. They usually include information about products/services with minimal or no user interaction

2. Interactive Web Sites:

These web sites involve interactive forms where the user could place an order or add his/her information. Some interactive web sites are integrated with Databases to save user's information

3. e-Commerce Web Sites: Also known as Online Stores or e-Stores. These web Sites allow users to purchase products online

How Could Potential Customers Find Your Web Site?

A business can use a wide range of online marketing techniques to promote and advertise its Web site and its products. Effective web presence is much more than just a "Fancy" design. You want a web site that's "**STICKY**"! In other words, your web site should reflect your competitive advantage and have **compelling** features to attract your potential customers. Otherwise, why would they choose to do business with you?

Here is a look at where site visitors come from and how to maximize each traffic channel.

Direct Visitors

Those who type in your domain name and go directly to your site. The following key tactics are regularly used to increase direct visitors traffic:

- Effective domain names that are: **short, memorable, related to your core business function or business name, hard to misspell**
- Offline advertising and promotion through networking and viral marketing

Search Engine Visitors

Recent Statistics have shown that over 85% of all initial web site visits originate from search engines (Jupiter Media Metrix). There are different types of search engines that have different rules for sorting and displaying search results. It is important to:

1. Make sure that web site coding is optimized for search engines
2. Get listed in ALL the FREE search engines and business directories
3. Learn about paid listing options and consider investing in a high ranking search engine

Linked Visitors

Linked visitors are visitors that link to your site from another site. The following section will explain simple and effective techniques to increase the quantity of links to your site.

What are the Most Effective Online Advertising Tips?

Free Tips

- **Free links** from business associations, government, supplier and customer sites
- Some Search engines offer **free web site submission**. Yahoo is an excellent search engine for web submission: <http://www.yahoo.com/docs/info/include.html> . In addition, "**Submit Express**" web site allows you to submit your web site to more than forty search engines in one step. <http://www.submitexpress.com/>
- **Link Exchanges** where you agree to include a link to other people's web sites if they agree to link to yours. Link exchange programs would help you find people to exchange links with

Cost-effective Tips:

- Search engines (Google, Yahoo, and others) offer **pay per click advertising**. When a user types your keywords, your ad shows up in the search results and you pay only if the user clicks your ad. Costs can be as low as 5 cents per click
- **Banner Ads** allows you to show your company's name and message along with high quality visual images. Banner Ads are most effective when placed strategically where your target audience will see them
- **Paid links** from industry associations, resource sites, online malls, directories
- **Email Marketing** is a low cost way to communicate with your existing customers and your prospects

So far so Good! Now Show me the MONEY!!!

If you make sure your web site meets the following checklist, you will **guarantee** maximized revenues.

- ✓ My web site **clearly** reflects my Business Vision and Corporate Identity.
- ✓ I made sure that me web site is **compelling** to my potential customers.
- ✓ My web site is **search-engine friendly**.
- ✓ My web site has links to useful resources and offers **FREEBIES** to the visitors.
- ✓ I checked my potential competitor's web sites and made sure that my web site **Stands Out**.
- ✓ I advertised my web site online and offline. (as discussed in page 7)