

THINK
ONLINE



SME WORKSHOP: MARKETING ON A BUDGET

BUILDING SUCCESS USING COST EFFECTIVE DIGITAL
MARKETING

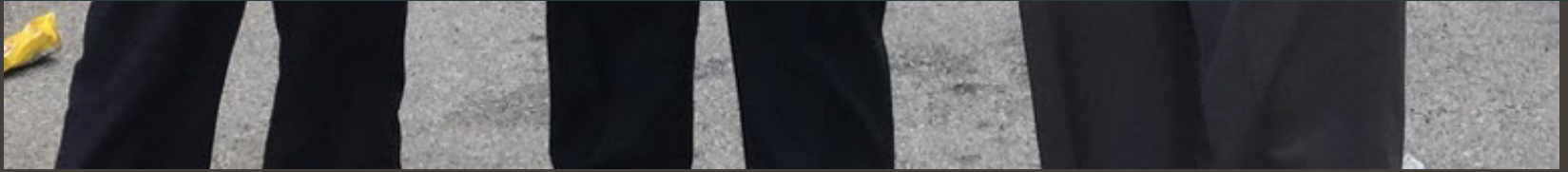
NETCLUES • NOVEMBER 2015



I'm Jay. ↑



↑ Meet Rahul.





& ↑ Kartik.

GLOBALLY LOCAL.

Innovating & Delivering Cutting Edge Web Products and Services Worldwide.

NETCLUES!



This presentation is to share
WHAT I FOUND WORKS
In ONLINE marketing
SO YOU CAN TRY TOO

Profitable businesses look like this.

Buy low



Sell High

Cost to acquire
customer

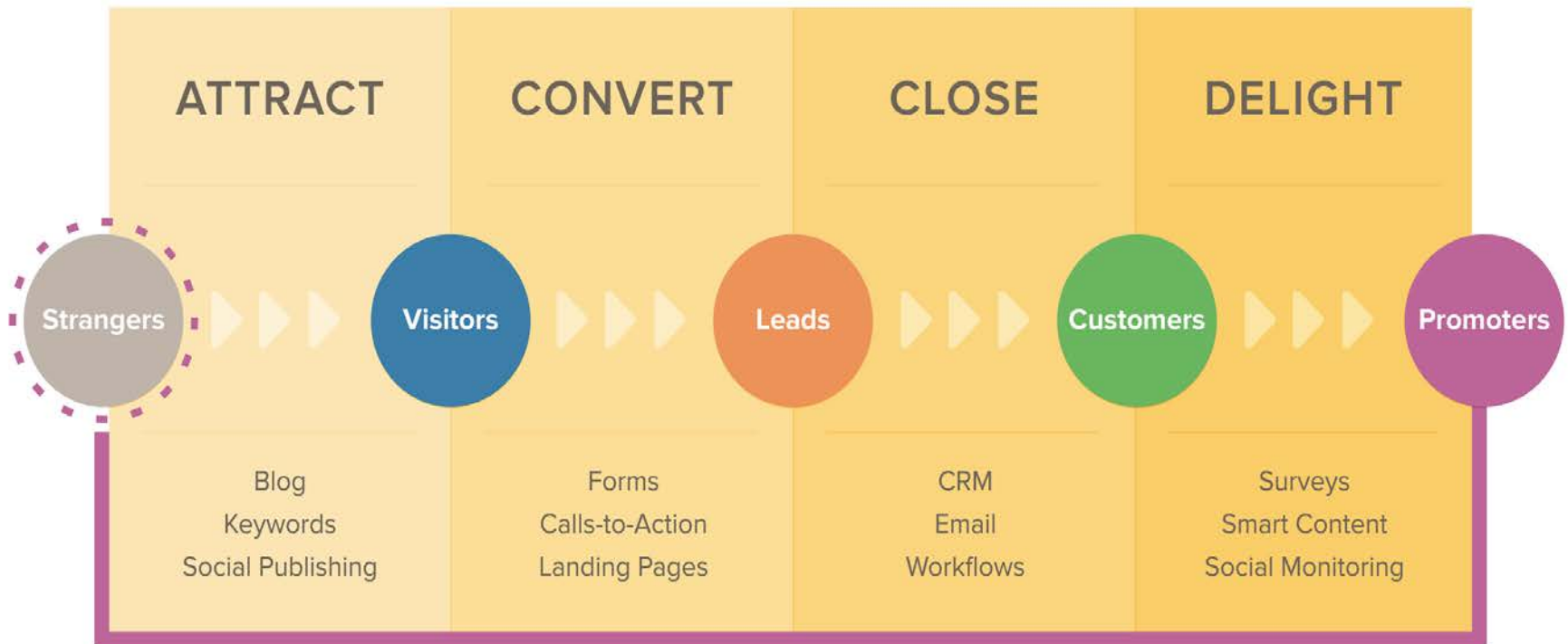


Customer
lifetime value

The game?

Find and attract
customers for less
cost than they
contribute.

Marketing in a nutshell.



**WHAT DO YOU THINK
DIGITAL MARKETING IS?**



Digital Marketing is a
BIG & GROWING
PROBLEM
in **EVERY** organisation.

But why..?

Marketing?

**Isn't that just
coming up with
fancy ideas?**

Marketing?

**Ah, we don't
really have time
for that.**

Marketing?

**Oh yeah... that's
not really
necessary.**

Customers?

*"We don't need
more customers"*

NONSENSE.

Every Business needs
customers.

HOW ARE
CUSTOMERS FOUND
THESE DAYS?



Word of Mouth

- Referrals
- Brand Awareness

Traditional Marketing

- RADIO
- TV
- PRINT

Digital Marketing

- SEO
- Online Marketing
- Banner Ads
- Social Media Marketing
- & more...

Basics

1. Software & Structure

1. Host
2. Design
3. CMS & Content

2. Set Target Market

1. Who to Market too?
2. What Platforms to use?

3. Proper Expectations

1. Expected Returns on Investments
2. Proper Conversion Tracking
3. Reasonable Expectations to Start!

Agenda

- Search Engine Optimisation
- Online Marketing/Paid Ads
- Social Network Marketing

SEO

- **WHAT IS SEO?**
- **WHY IS SEO IMPORTANT?**
- **SEO BASICS**
 - Keywords
 - On Page SEO
 - Off Page SEO
- **MEASURING RESULTS**
- **TOOLS**

**WHAT DO YOU THINK
SEO IS?**



SEO Refers to Search Engine Optimisation which is a technique that helps rank your website higher organically.



This helps more people who are looking for your product or service to find you.


HOW DOES GOOGLE DECIDE?



Google Website Design Cayman

Web Images News Maps Videos More Search tools

About 16,000,000 results (0.54 seconds)



Netclues
No reviews · Internet M...
Green Roof Building, O...
Open until 10:00 PM
Website Directions

FSH Design
No reviews · Marketing ...
GFK Business Park (Al...
Closed today
Website Directions

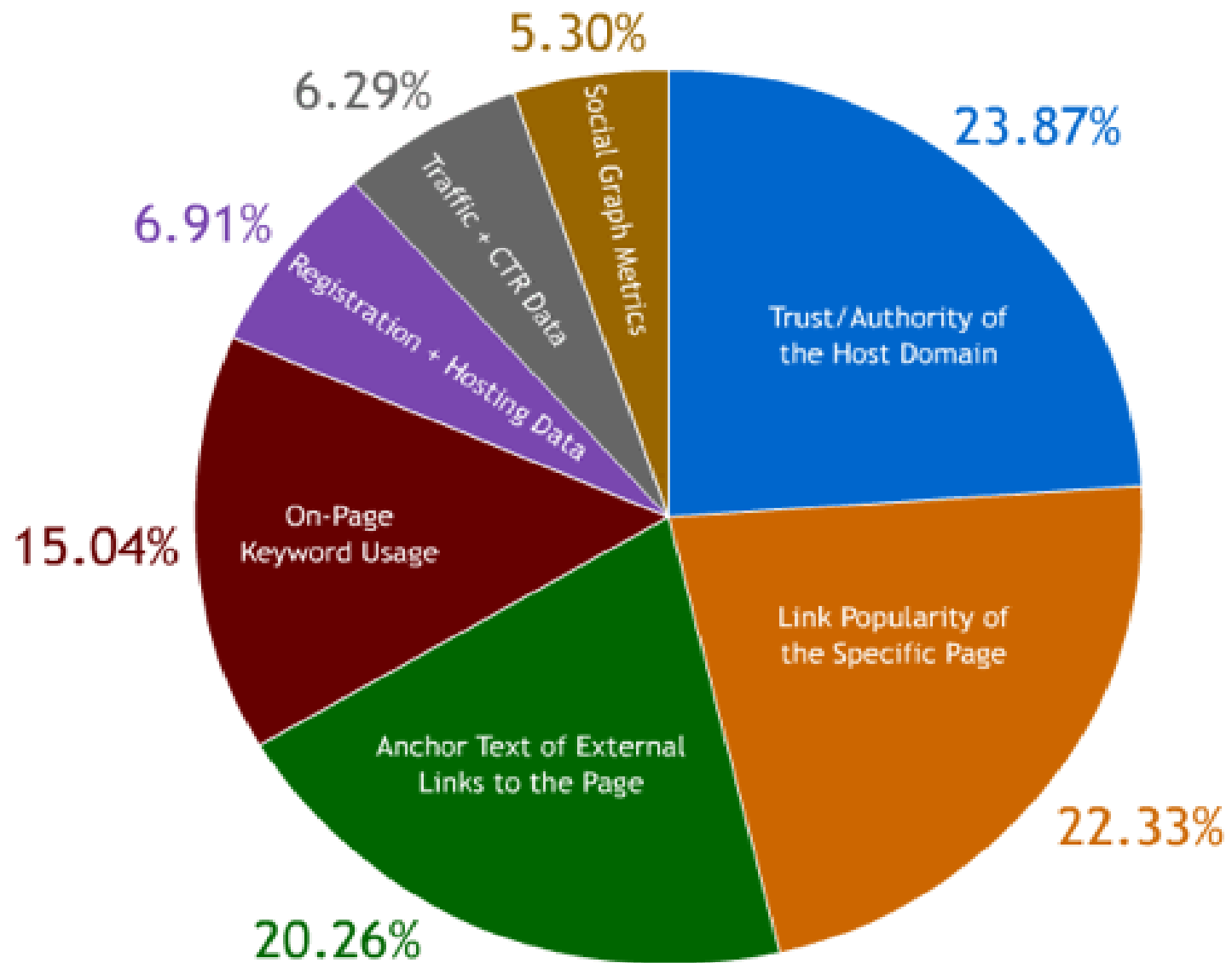
EasyWebsites
No reviews · Internet
672 W Bay Rd
Directions

More places

Web Design & Development | Cayman Islands ✓
www.caymannewresident.com/web-design
Jan 13, 2015 - It is fortunate that finding good web design and support services in the Cayman Islands is not a challenge; there are a significant number of ...
You've visited this page many times. Last visit: 3/11/15

Components of Google's Ranking Algorithm

(According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors)



PICKING KEYWORDS



- **Search Volume** (Goal = High)
- **Relevance** (Goal = High)
- **Difficulty or Competition** (Goal = Low)

- Find how many people search that term and Average Competition?



Home Campaigns Opportunities Reports **Tools**

Keyword Planner

Add ideas to your plan

Your product or service

Cayman Islands

Get ideas

Modify search

Search volume trends ▾

Average monthly searches



Ad group ideas

Keyword ideas

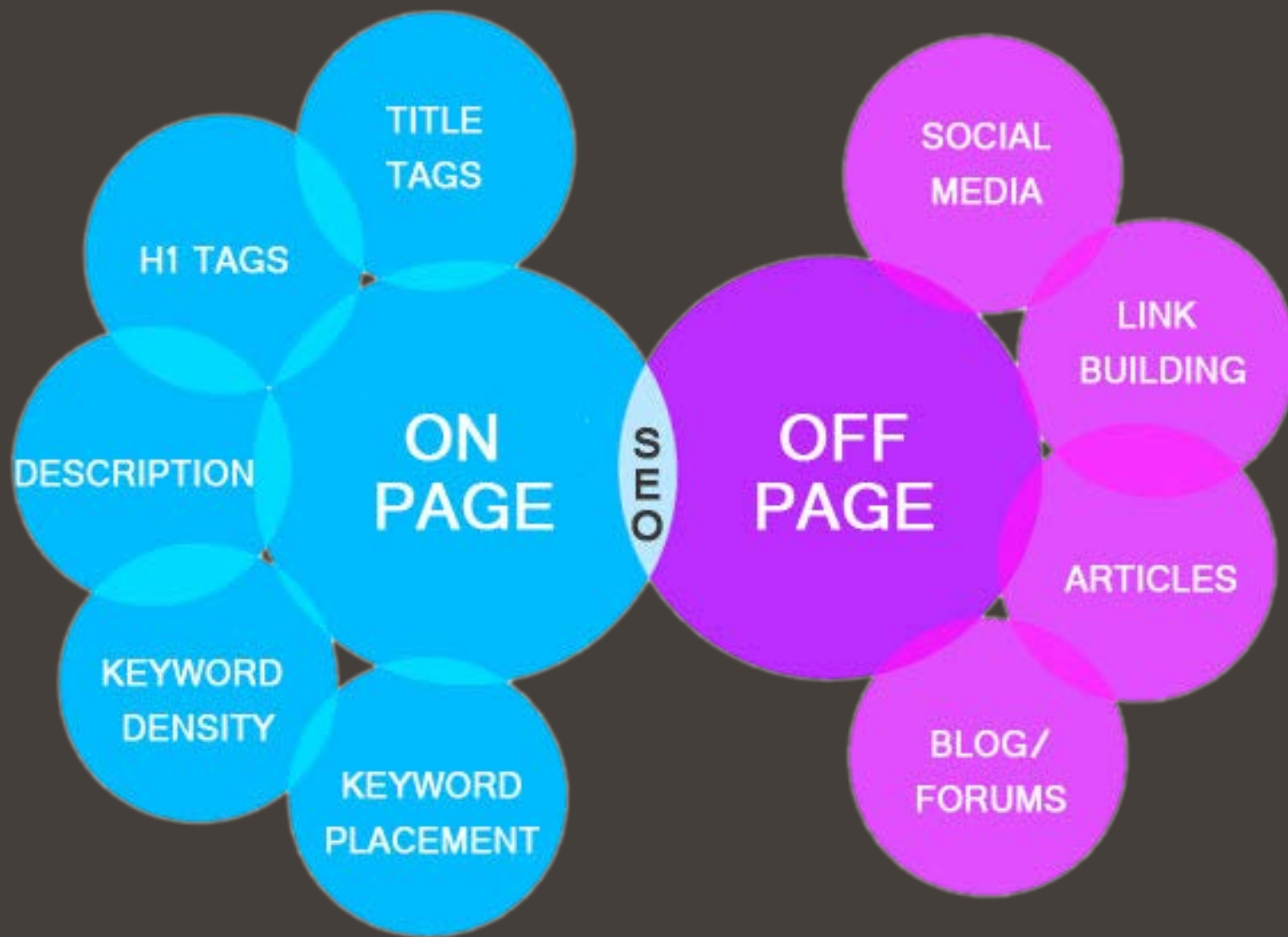
Columns ▾



Download

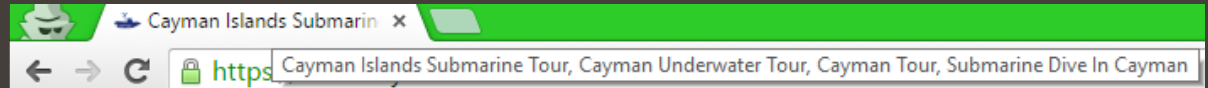
Add all (56)

Ad group (by relevance)	Avg. monthly searches ?	Organic avg. position ?	Organic impr. share ?	Ad impr. share ?	Add to plan
Weather Cayman (27) cayman islands weather, weather in cayman...	9,410	—	—	—	»
Cayman Hotels (38) cayman islands hotels, hotels in cayman isl...	5,810	—	—	—	»
Cayman Flights (21) flights to cayman islands, cheap flights to c...	3,690	—	—	—	»
Cayman Map (22) cayman islands map, map of cayman island...	6,220	—	—	—	»
Inclusive Cayman (49) grand cayman islands all inclusive, all inclu...	12,880	—	—	—	»
Georgetown Cayman (5) georgetown cayman islands, georgetown gra...	3,590	—	—	—	»
Cayman Resorts (19) resorts in cayman islands, cayman islands r...	8,430	—	—	—	»



On Page SEO

- Page Title

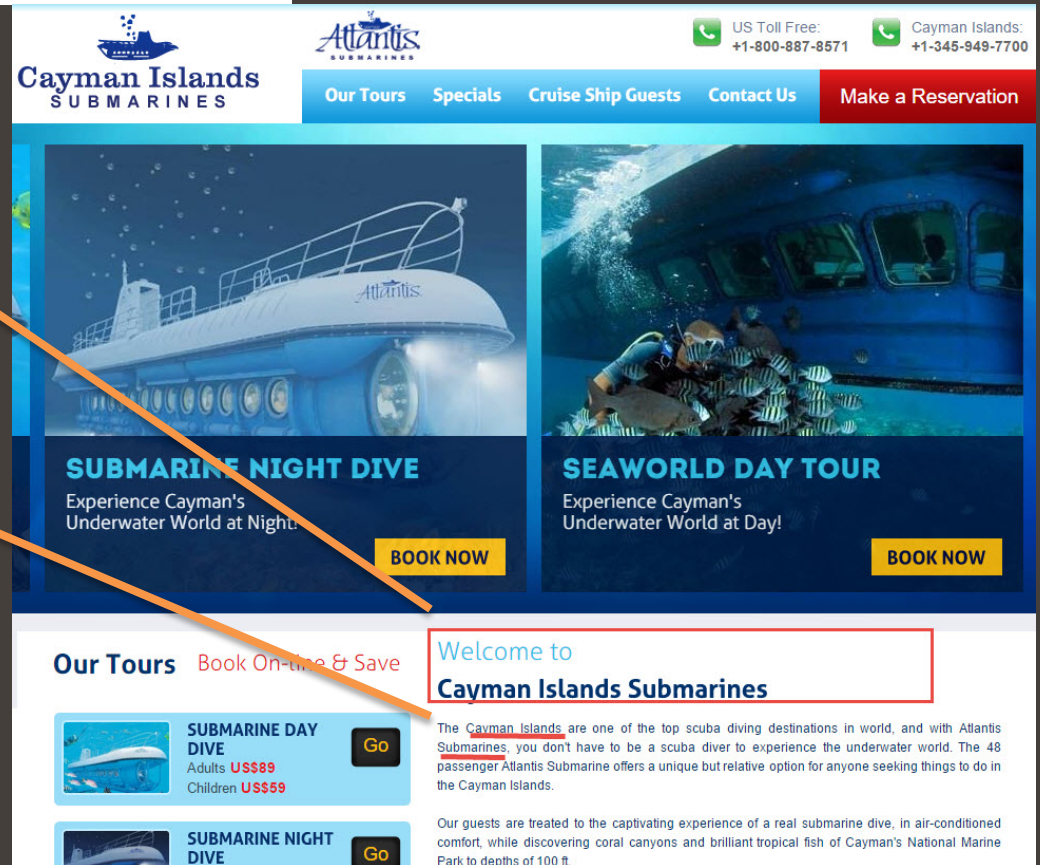


- URL



- Heading Tags

- Page Text



- Description

Cayman Islands Submarine Tour, Cayman Underwater Tour ...

<https://www.caymanislandssubmarines.com/> ▼

Cayman Islands Submarine and our Observatory allows you the complete range of quality underwater experiences without getting wet. The Cayman Islands are ...



30 S Church St, George Town, Cayman Islands

+1 345-949-7700

[Book Now - Submarine night dive](#)

- Alt text on images



Submarine Night Dive

SUBMARINE NIGHT DIVE

Experience Cayman's
Underwater World at Night!

BOOK NOW

Off Page SEO

- Page Rank
 - How important Google thinks your site is
 - 0 to 10 (Higher the better)
- Inbound Links
 - Web pages that link to you
 - Webmasters
- Link Anchor Text
 - The text that is in the link to you

Links to Your Site	
Total links 1,628	
Who links the most	
b1e.net	427
easycayman.com	74
prxp.info	52
yabsta.ky	38
linkroo.com	26
More »	

Link Building Tips

- Directories
- Partners
- Content is king
 - Start a blog, join the blogosphere
 - Create a tool (WebsiteGrader.com)
 - Other: viral videos, photos
- Press Releases
- Social Media
- Answers, Forums, Wikis

HOW DO YOU MEASURE?



Google
Analytics

bing

Webmaster



Google webmaster
tools



iweb  **chk.com**

comprehensive website review & analysis

REVIEW

Doing SEO Yourself

- It's not rocket science.
- Content is king.
- Read lot of blogs.
- Invest in great tools.
- Start small and work your way up.
- Track, so you learn what works.

**WHAT
NEXT?**

Online Advertising

**Building Successful
Search Advertising Campaigns**

Agenda

- WHAT IS SEM?
- WHY IS SEM IMPORTANT?
- SEM BASICS
- TOOLS

WHAT DO YOU THINK
SEM IS?



Search Engine Marketing (SEM) is the process of promoting and marketing a website through **paid advertising on search engines.**



This helps **to enhance** visibility of your brand for reaching out to **target audience inorganically.**

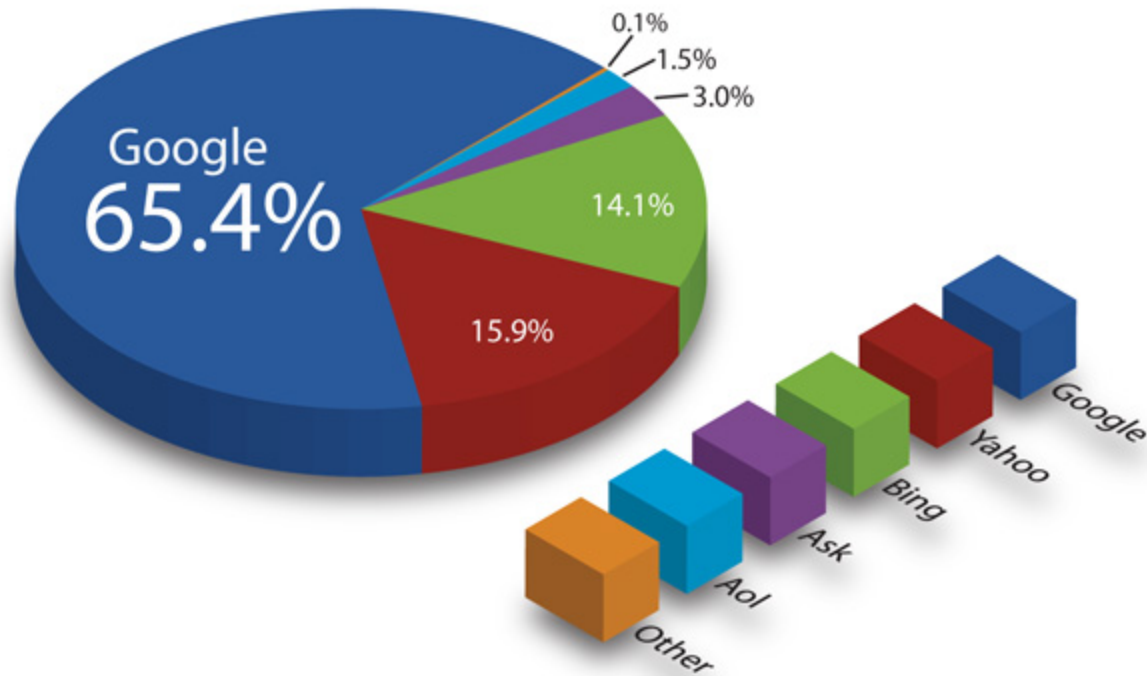
WHY SEM IS IMPORTANT?

- First page exposure on top search engines.
- Immediate boost in traffic.
- More Control over Ads.
- Precisely Target your Audience.
- Track Return On Investment.

TYPES OF SEM AD



WHY CHOOSE GOOGLE?



What is Google Ads?

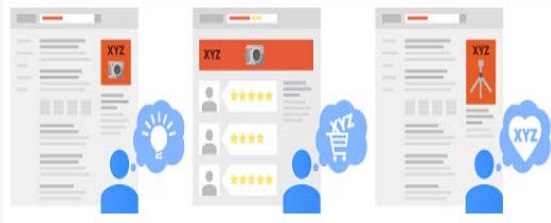
Google Adwords is the system Google has developed to assist you in **marketing your products or services** in the Google Search Engine, and its affiliate sites, via the use of a placed text ad that appears when people search for phrases related to your offering, this appears as a **“sponsored link”**.

TYPES OF GOOGLE AD

Google Ads



Google Ads | Display Network



TEXT AD EXAMPLE

Google cayman real estate

Web News Shopping Videos Images More Search tools

About 15,800,000 results (0.48 seconds)


Real Estate: Grand Cayman - CaymanRealEstateAds.com
Ad www.caymanrealestateads.com/ ▼
Free For Sale Ads (by CaymanPal). Condos, Homes and Land with Views

Cayman Property For Sale - irgcayman.com
Ad irgcayman.com/CaymanPropertyForSale ▼
Wide selection of home & commercial property for sale or rent? Call Now
Cayman Real Estate News - Property Market Reports - Commercial Property

Cayman Real Estate - azurerealtycayman.com
Ad www.azurerealtycayman.com/ ▼ +1 345-946-2987
Cayman Islands Real Estate Company Give Us A Call To Learn More!
Developments - About Us - Contact Us - Azure Team

These are Google Ads

CIREBA: Cayman Real Estate, Cayman Islands Property ...
www.cireba.com/ ▼
CIREBA is a largest **property** portal in **cayman** islands. Through our multiple listing system you can search thousands of properties.
Multiple Listing System - New to Market - Commission Rates - Stamp Duty



Map data ©2015 Google

Cayman Real Estate Company
No reviews · Real Estate Agency
N Church St · +1 345-945-3333
Closed now

Directions

AD EXTENSION



Cayman submarines



Web

News

Images

Shopping

Videos

More ▾

Search tools

About 333,000 results (0.85 seconds)

Atlantis Submarines - CaymanIslandsSubmarines.com

Ad www.caymanislandssubmarines.com/ ▾

Captivating Experience of Real **Submarine** Dive. Book Online & Save
On Trip Advisor · Highly Recommended

Submarine Night Dive

Cayman Submarine: Night Dive
Online Price Adult: \$99 Child: \$59

Submarine Day Dive

Cayman Islands Submarines: Day Dive
Online Price Adult: \$84, Child: \$54

Submarines Cayman - Atlantis and Seaworld Explorer

Ad www.viator.com/grand-cayman-sub ▾

4.4 ★★★★★ rating for viator.com

Book Grand **Cayman Submarine** Tours!

Verified Reviews & Photos · Low Price Guarantee · 24/7 Live Support

Viator.com has 1,469,065 followers on Google+

Cayman Stingray City - La Romana - Nassau Tours - Punta Cana

Cayman Islands Submarine Tour, Cayman Underwater Tour ...

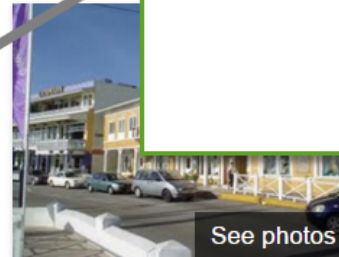
<https://www.caymanislandssubmarines.com/> ▾

Cayman Islands **Submarine** and our Observatory allows you the complete range of quality underwater experiences without getting wet. The **Cayman** Islands are ...

30 S Church St, George Town, Cayman Islands
+1 345-949-7700

Book Now - Submarine night dive

Ad Extensions



Cayman Islands Submarines ★

Website

Directions

Boat Tour Agency

Address: 30 S Church St, George Town, Cayman Islands

Phone: +1 345-949-7700

Reviews

1 Google review

Write a review

Are you the business owner?

Feedback

DISPLAY AD EXAMPLE

TechCrunch

THE RIDE TO CONQUER CANCER
ASSOCIATION
BC Cancer Foundation

JOURNEY OF A LIFETIME

What's Hot: Android | Apple | Facebook | Google | Microsoft | Twitter | Yahoo | Zynga

Subscribe: [Icons]

Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product

NG Siegler
8 hours ago

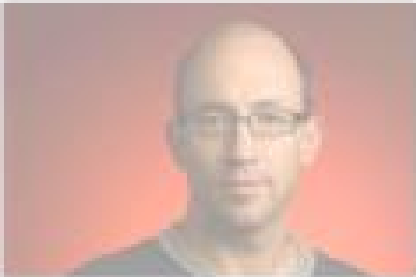
Like 53 | Retweet 184 | Tweet 377

26 Comments

Twitter COO [Dick Costolo](#) has just taken over as CEO of Twitter from current CEO and co-founder [Evan Williams](#). Twitter confirmed today.

In a post on the twitter, Williams writes the following:

The challenges of growing an organization so quickly are numerous. Growing big is not success, in itself. Success to us means meeting our potential as a profitable company that can retain its culture and user focus while having a positive



After that it PAYS YOUR BUSINESS.

THESE ARE DISPLAY ADS

Most Popular

How Facebook Can Become Bigger In Five Years Than Google Is Today

Facebook Holding Special Event This Wednesday

REMARKETING AD EXAMPLE

View Your Credit Report for FREE! Sign out

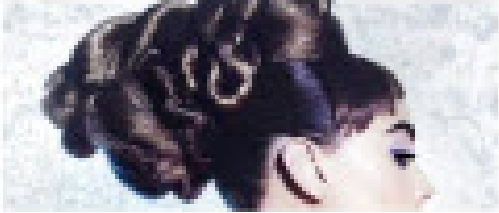
msn bing Search Hotmail Messenger Get IE

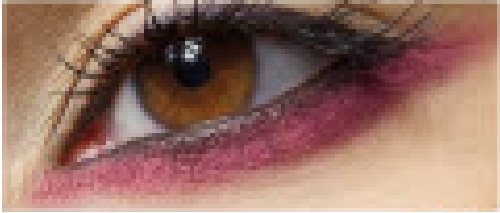
UK Only [Latest on Bing](#) [Red Sea shark attacks](#) [Paris not ahead of World Cup bid](#)


[Cars](#) [Celebrity](#) [Dating](#) [eBay](#) [Entertainment](#) [Games](#) [Him](#) [Horoscopes](#) [Jobs](#) [Life & Style](#) [Lottery](#) [Maps](#) [Money](#)
[Movies](#) [Music](#) [My MSN](#) [News](#) [Property](#) [Shopping](#) [Sport](#) [Tech & Gadgets](#) [Travel](#) [TV](#) [Video Player](#) [Weather](#)

Thursday 2 December 2010 Help

How to look great for Christmas party season

 Stunning, look-at-me hairstyles

 Mesmerizing make-up tricks

 BlackBerry® Curve 9300. Buy now

EDITOR'S PICKS

- Wesley Snipes to start jail term
- X Factor girl miss secret concert
- Kate will top baby names list
- Kate Price banned from driving
- Irish singer wants Corrie role
- The most exclusive credit cards
- £2m lottery prize still unclaimed
- Teacher email 'had 14 errors'
- Blood knife carriers 'avoid jail'

NEWS **HEADLINES AROUND THE WEB** **VIDEO PLAYER**

HOTMAIL

We need you to provide some additional information. [Click here to access your Hotmail account.](#)

[Messenger](#) [facebook](#) [twitter](#)

How Does Adwords Work?

1. Create your new campaign.
2. Research and enter relevant keywords related to your products or services.
3. Place a bid on each keyword.
4. Write short ads that Google will display based on key word groups and geo--targets.
5. A customer comes across your ad by searching for one of your keywords.
6. They click on your ad, and depending on your bid, you will pay a certain amount for that click.

How Does Google Rank Ad?

Once you enter the Google auction, Google determines your ranking by looking at two factors: your *maximum bid* and your *quality score*.



How is Quality Score Determined?

Quality score is determined by a number of different factors.



HOW DO YOU MEASURE?



Google
AdWords



WordStream



Google
Analytics



KnowClick

Why use an agency?

Do it Yourself.

- It takes time to setup campaign but high returns
- Start small and work your way up
- Google Blog & Webinars

**WHAT
NEXT?**

SOCIAL MEDIA MARKETING

What is Social Media?



WHY?

Do you really need to use SOCIAL MEDIA.

The short answer is **YES,**
you need social media

TOP REASONS

- Your customers are already using it.
- Showcase Your Brand
- You will find customers you didn't know existed.
- It will give you a competitive advantage.
- You can respond to problems immediately.
- It will get you more sales.
- Boost traffic and search engine ranking
- Decreased Marketing Costs.
- and above all It's free.

WHAT IS BEST FOR MY BUSINESS?





LOOK AROUND....





Karlit Mehta

Edit Profile

FAVORITES

News Feed

Messages

Ads Manager

Events

PAGES

ShopRight 18

Ristorante Pappagallo 1

Pages Feed 20+

Like Pages

Create Page

Create Ad

APPS

Games 18

On This Day

YoWorld

FedEx Ship to Frie...

toGather

Bitstrips

Games Feed 20+

GROUPS

Cayman Islands S...

Update Status

Add Photos/Video

Create Photo Album



What's on your mind?

CREATE PAGE

Public

Post

Surajit Bera and 2 others shared كۆمپيوتەر's video.



55,537,238 Views

كۆمپيوتەر with Sangar Azeez.

November 15 at 2:05am · Edited ·

Like Page

Art of carpentry ھۈنەرى دارتاشى

كۆمپيوتەر Like

YOUR ADS

Netclues 2

Find More People Like You



You can use y
"Offshore Cor
find more peo
take action on

Learn More

This Week

529

Post Reach

Today's Results

Netclues - Page Likes

46 Page Likes for \$15.

Post: "We have a lift

Ad Set Completed - 1 P

\$0.14

Ads Shortcuts

1 request from Malav

7 gifts asked for by Vis

Make Shobin birthday

Page

Messages 5

Notifications 12

In

 General

 Messaging

 Page Info

 Post Attribution

 **Notifications**

 **Page Roles**

 People and Other Pages

 Apps

 Instagram Ads

 Featured

 Page Support

Ev
wo
Le



Best practices to manage social media pages

- Share frequently through out the week. I suggest posting three times a week if not daily.
- The point is not going for likes but to provide good content, tips etc.
- Make sure you respond to comments left on your post
- Social Media is based on engagement and communications
- Build relationships online
- Explore what's the trend

TOOLS

- CMS website push technology
- Tools





Compose message... Click to select a social network

Publisher

Schedule in Bulk

Scheduled

Require Approval

Past Scheduled

RSS Feeds

Apr 6, 2:18 pm

(GMT-4) America/New York

April 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8 8:15a Now that you've parse 8:15a Building your leadersh 8:30a Improving the perform 8:45a Do you feel like Google 3 more...	9 8:15a More and more people 8:30a Tiny menus and pinch 8:45a Have you wondered h 9a Having mobile-friendly co 4 more...	10	11 8:15a Are you new to WordP 8:30a Choosing between W 8:45a Are you looking for ad 9a WordPress is one of the r 4 more...	12 8:15a When people visit you 8:30a Is it easy for custom 8:45a Have you spent enoug 9a Lead generation is easy i 4 more...	13
14	15 8:15a If you're looking for the 8:30a Are you ready for an a 8:45a Everybody uses Goog 9a Tracking your site and me 4 more...	16 8a High stakes involve great 8:15a Are you sending too n 8:30a Is your email marketin 8:45a Email marketing shoul 7 more...	17 8:15a Effective email conten 8:30a When you're crafting y 8:45a Are you afraid that yo 9a If you fail to reach your p 4 more...	18 8a Are you happy with the tn 8:15a Are you confused abo 8:30a Using filters in Analytic 8:45a You probably use Goc 7 more...	19 8:15a Even if feel like you've 8:30a If you're fascinated by 8:45a Google Analytics data 9a If you aren't attracting tra 4 more...	20
21	22 8:15a People won't visit your 8:30a Using social media effi 8:45a There is nothing more 9a If you want your blog to s 4 more...	23 8a Constraints might seem li 8:15a Do you know how to ti 8:30a A slow and steady pat 8:45a Have you made chang 3 more...	24 8:15a There are many ways. 8:30a Could your blog use s 8:45a Are you reluctant to u 9a There are no rules when i 4 more...	25	26 12:15p Are you bursting with 12:30p Getting started with 12:45p Blogging with WordP 1p Are you having trouble fin 4 more...	27
28	29 8:15a Penguin might have m 8:30a From guest blogging to 8:45a The reality of the post 9a If you feel like Google's P 4 more...	30 8:15a As an eBook author, c 8:30a It seems like everyone 8:45a You're probably adept 9a Once you've finished writ 4 more...	1 8:15a The right video market 8:30a When videos go viral, 8:45a Are you reluctant to u 9a These days, the quickest 4 more...	2 8a Developing your leadersh 12p Facing challenges is one 4p Leadership cannot be tal 4 more...	3 8:15a People are tuning to v 8:30a Are you having trouble 8:45a SEO techniques have 9a When you think about it, 4 more...	4
5	6	7 8:15a Promoting your blog m 8:30a Online promotional tec 8:45a When it comes to SEC 9a Teamwork and cooperati 4 more...	8	9 8a Constraints are some of t 8:15a Do you feel like your b 8:30a Is your blog being ign 8:45a Is your blog doing end 3 more...	10	11

Social Media Ads



#326647322 (CAD) ▾

CAMPAIGN: Choose your objective



CAMPAIGN

Objective



AD ACCOUNT

Create New



AD SET

Audience



Budget & Schedule



AD

Media



Text and Links



Boost your posts



Promote your Page



Send people to your website



Increase conversions on your website



Get installs of your app



Increase engagement in your app



Reach people near your business



Raise attendance at your event



Get people to claim your offer



Get video views



Want to know more about these options?



Choosing an objective is the first step in creating an ad and helps measure the most important results.

[Learn more.](#)

Facebook Sponsored Ads

Facebook interface showing a sponsored ad for Dollar Shave Club. The ad is highlighted with a red box. The ad content includes the Dollar Shave Club logo, the text "Don't shave for weeks and weeks with a crusty razor because new ones are so expensive. Shave with a fresh blade anytime you want for only a few bucks.", and the slogan "Try Dollar Shave Club." Below the text is a comparison image of two razors, one labeled "THEIRS." and the other "OURS." The ad also includes the website "WWW.DOLLARSHAVECLUB.COM" and a "Sign Up" button.

Facebook interface showing a sponsored ad for Dollar Shave Club. The ad is highlighted with a red box. The ad content includes the Dollar Shave Club logo, the text "Don't shave for weeks and weeks with a crusty razor because new ones are so expensive. Shave with a fresh blade anytime you want for only a few bucks.", and the slogan "Try Dollar Shave Club." Below the text is a comparison image of two razors, one labeled "THEIRS." and the other "OURS." The ad also includes the website "WWW.DOLLARSHAVECLUB.COM" and a "Sign Up" button.

Suggested Post

Dollar Shave Club
Sponsored · Like Page

Don't shave for weeks and weeks with a crusty razor because new ones are so expensive. Shave with a fresh blade anytime you want for only a few bucks.

Try Dollar Shave Club.

THEIRS. **OURS.**

Dollar Shave Club. The Smarter Way to Shave.
DSC - Proudly Shaving Canada for 3 Years and Counting.

WWW.DOLLARSHAVECLUB.COM Sign Up

4 Best Facebook Advertising Tips

1. Create multiple versions of the ad
2. Use the “Call to Action” button
3. Create a custom landing page
4. Promote a discount or sale

QUESTIONS