

THINK
ONLINE



SME WORKSHOP: MARKETING ON A BUDGET

BUILDING SUCCESS USING COST EFFECTIVE DIGITAL
MARKETING

NETCLUES • NOVEMBER 2015



MINISTRY OF
FINANCIAL SERVICES,
COMMERCE & ENVIRONMENT
CAYMAN ISLANDS GOVERNMENT





I'm Jay. ↑



↑ Meet Rahul.



& ↑ Kartik.

GLOBALLY LOCAL.

Innovating & Delivering Cutting Edge Web Products and Services Worldwide.

NETCLUES!



Follow Me to

CayShop
October 2015



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

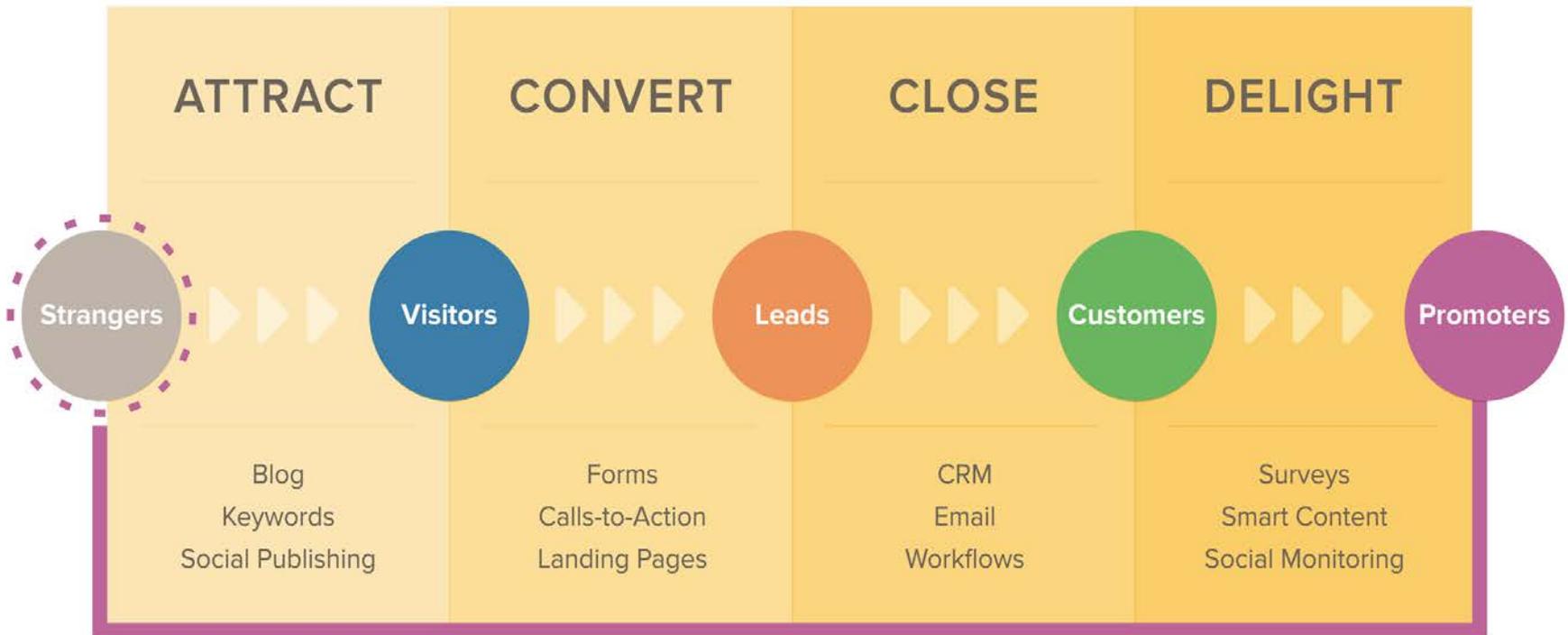


Customer
lifetime value

The game?

Find and attract
customers for less
cost than they
contribute.

Marketing in a nutshell.



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

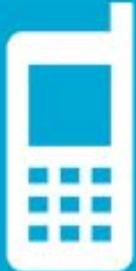
8 key components to developing a successful marketing campaign



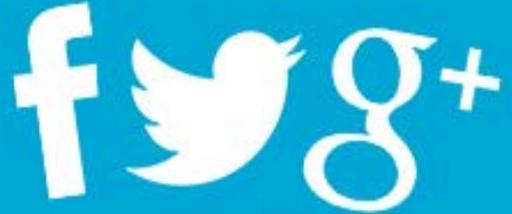
CONTENT MARKETING



ONLINE RETAIL SITES



MOBILE MARKETING



SOCIAL MEDIA MARKETING



EMAIL MARKETING



SEO



CUSTOMERS ARE KEY



WEB DESIGN

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?

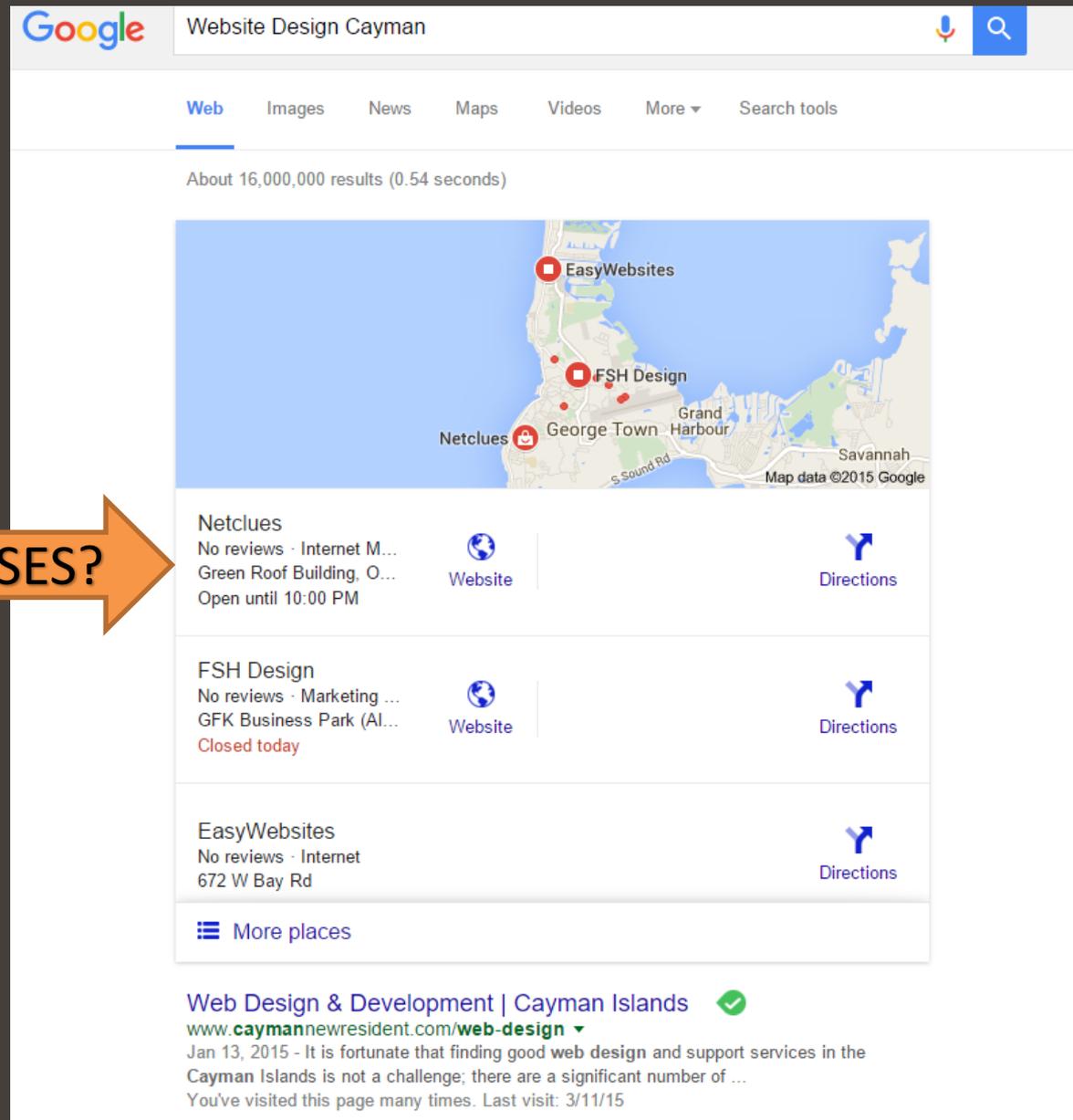


SEO Refers to Search Engine Optimisation which is a technique that helps rank your website higher organically.



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)

Map showing locations: EasyWebsites, FSH Design, Netclues, George Town, Grand Harbour, Savannah.

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

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

EasyWebsites
No reviews · Internet
672 W Bay Rd

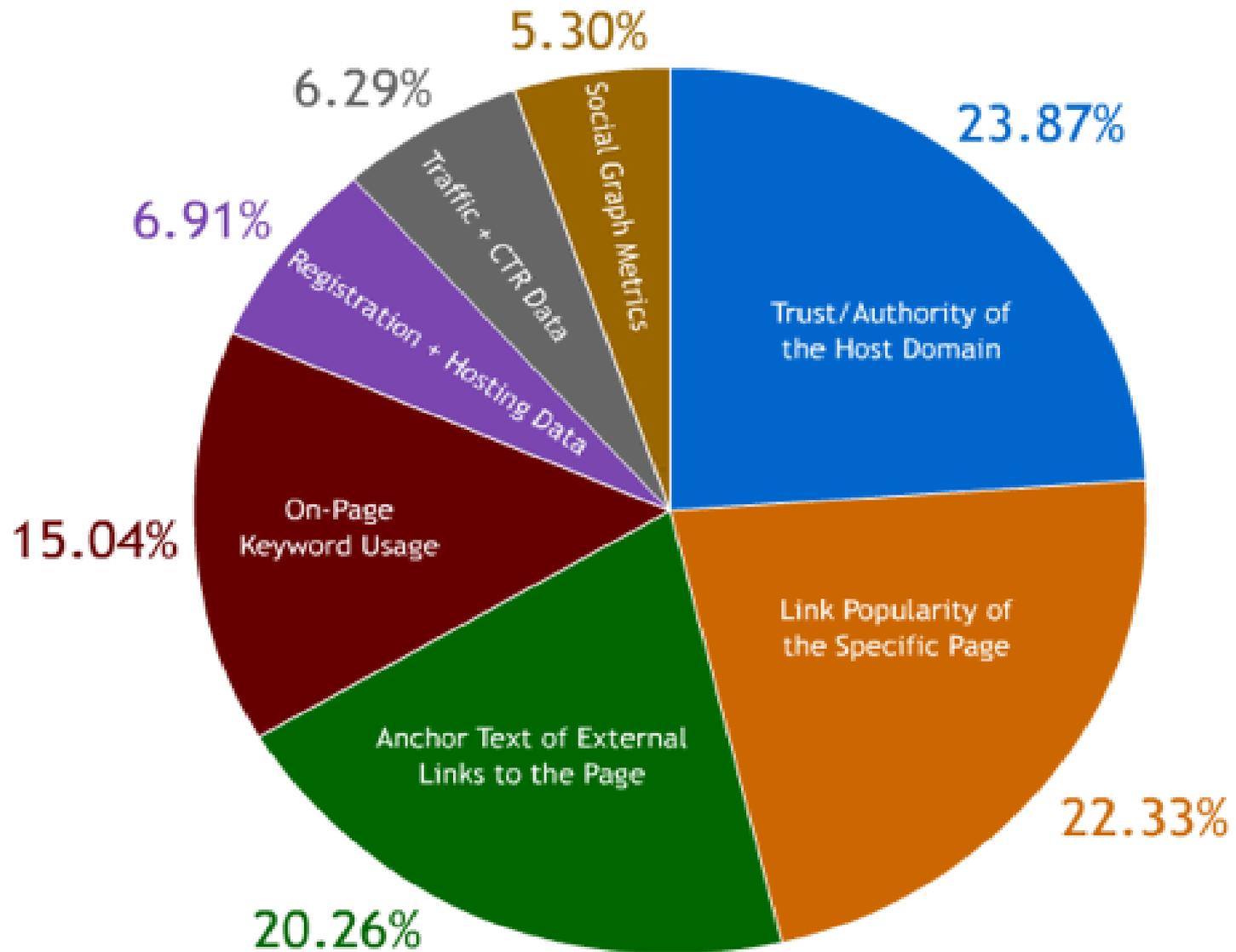
More places

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

ANY GUESSES?

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

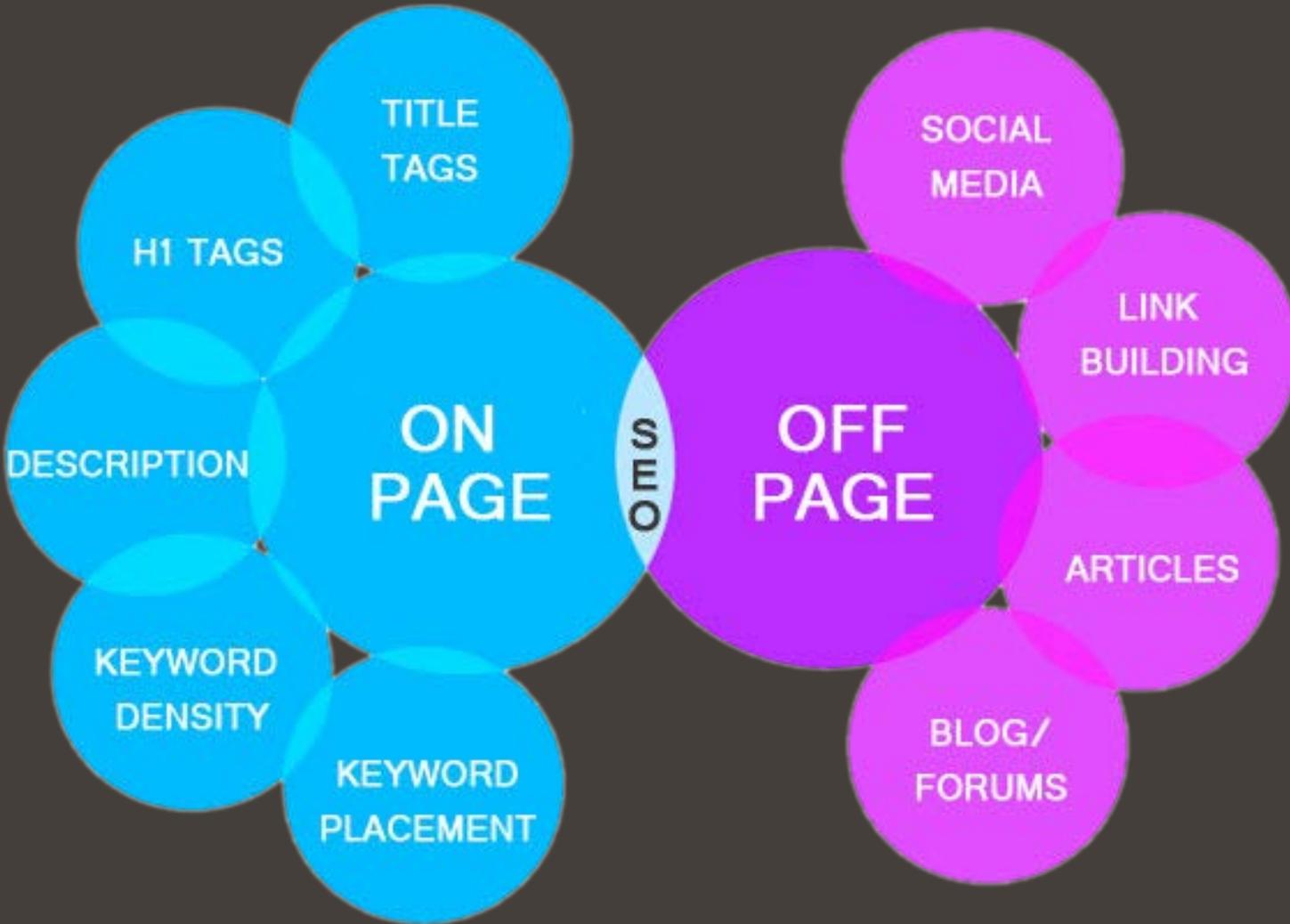
Search volume trends

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

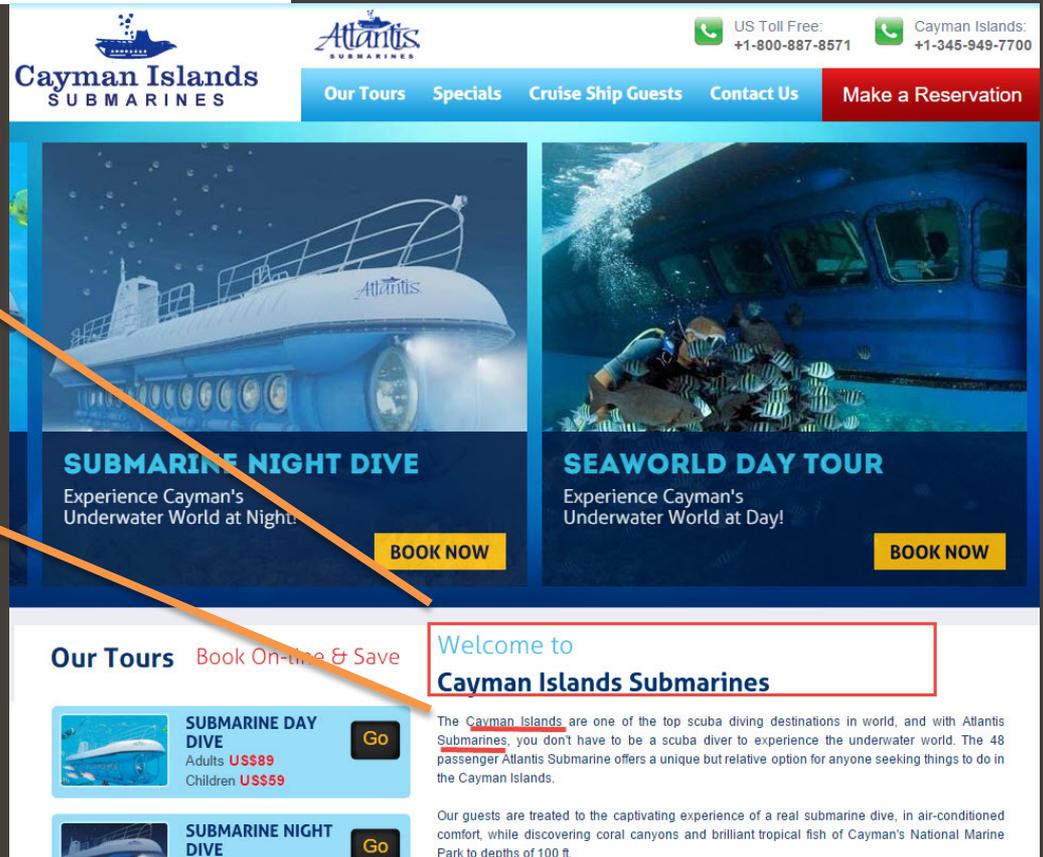


- URL



- Heading Tags

- Page Text



The screenshot shows the homepage of Cayman Islands Submarines. At the top, there is a navigation bar with the company logo, contact information (US Toll Free: +1-800-887-8571, Cayman Islands: +1-345-949-7700), and a menu with links for 'Our Tours', 'Specials', 'Cruise Ship Guests', 'Contact Us', and a red 'Make a Reservation' button. Below the navigation bar are two main promotional cards. The left card is for 'SUBMARINE NIGHT DIVE' with the text 'Experience Cayman's Underwater World at Night' and a 'BOOK NOW' button. The right card is for 'SEAWORLD DAY TOUR' with the text 'Experience Cayman's Underwater World at Day!' and a 'BOOK NOW' button. At the bottom, there is a section titled 'Our Tours' with a sub-header 'Book On-line & Save'. It features two tour cards: 'SUBMARINE DAY DIVE' (Adults US\$89, Children US\$59) and 'SUBMARINE NIGHT DIVE'. To the right of these cards is a 'Welcome to Cayman Islands Submarines' section with a red border, containing introductory text about the Cayman Islands as a scuba diving destination and details about the Atlantis Submarine. Arrows from the text on the left point to the 'SUBMARINE NIGHT DIVE' card, the 'SUBMARINE DAY DIVE' card, and the 'Welcome to Cayman Islands Submarines' section.

- 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

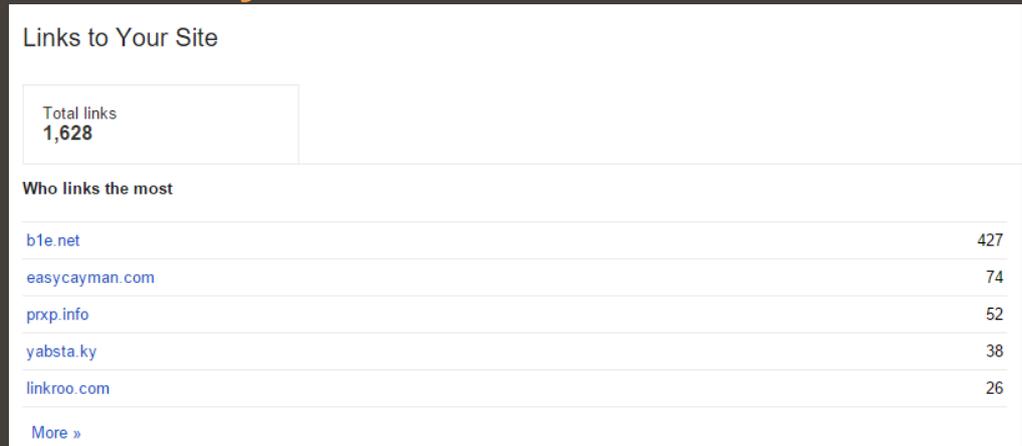
SUBMARINE NIGHT DIVE

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.**

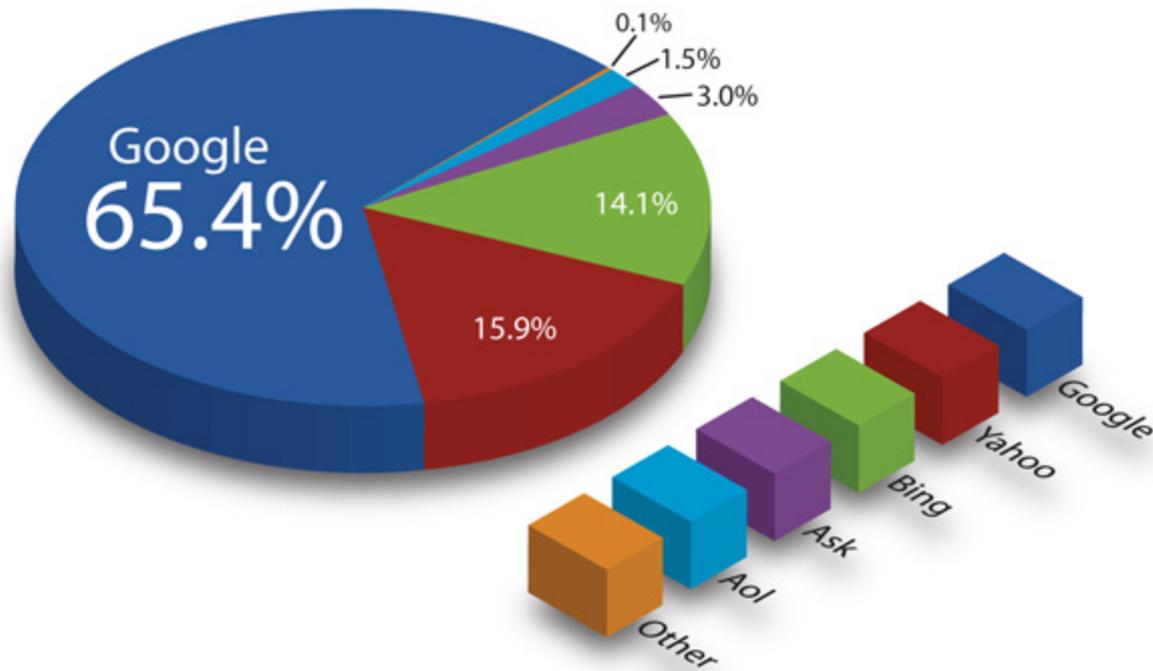
WHY SEM IS IMPORTANT?

- 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  

[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](#)



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 ...

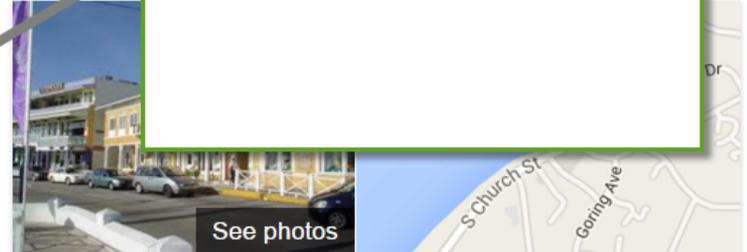
<https://www.caymanislandssubmarines.com/>

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

The screenshot shows the TechCrunch website with a main article titled "Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product". A large red arrow points from the text "THESE ARE DISPLAY ADS" to a banner advertisement at the top of the page. The banner features the TechCrunch logo, a bicycle graphic, and the text "THE BIKES TO CONQUER CANCER" and "JOURNEY OF A LIFETIME". Another red arrow points from the same text to a sidebar advertisement on the right, which has a black background and white text that reads "After that it PAYS YOUR BUSINESS.".

TechCrunch

THE BIKES TO CONQUER CANCER

JOURNEY OF A LIFETIME

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

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

By Greg Stangler

8 hours ago

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 website, 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 impact on the world.

This led to a realization as we launched the new Twitter. I am excited about what we are building while pushing product direction. Building things is my passion, and I've never been more excited and optimistic about what we have to build.

This is why I have decided to ask our COO, Dick Costolo, to become Twitter's CEO.

After that it PAYS YOUR BUSINESS.

Most Popular

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

Facebook Holding Special Event This Wednesday

THESE ARE DISPLAY ADS

REMARKETING AD EXAMPLE

View Your Credit Report for FREE! Sign out

msn bing Search Hotmail Messenger Get It!

UK UK Only Latest on Bing: Fed Ex shark attacks | Paris did ahead of World Cup bid

Cars Celebrity Dating eBay Entertainment Games Film 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

Advertisement



BlackBerry® Curve 9300.

Buy now

Advertisement Ad Feedback

HOTMAIL

We need you to provide some additional information, click here to access your Hotmail account.

Messenger facebook twitter

NEWS HEADLINES AROUND THE WEB VIDEO PLAYER

- 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 Corne role
- The most exclusive credit cards
- £2m lottery prize still unclaimed
- Teacher email 'had 14 errors'
- Blood knife carriers 'avoid jail'

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....





Kartik Mehta
Edit Profile

- FAVORITES
- News Feed
 - Messages 20+
 - 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
- Cave on Islands 8

Update Status | Add Photos/Video | Create Photo Album



What's on your mind?

CREATE PAGE

Public | Post

Surajit Bera and 2 others shared كيشه‌ی كۆمپيوتهر's video.



55,537,238 Views

كيشه‌ی كۆمپيوتهر with Sangar Azeez.
November 15 at 2:05am · Edited ·

Like Page

Art of carpentry هونەری دارتاشی
كيشه‌ی كۆمپيوتهر Like

YOUR ADS

Netclues 2

Find More People Like You

You can use your "Offshore Connections" to find more people to 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 Post
\$0.14

Ads Shortcuts

1 request from Malav...

7 gifts asked for by Vis...

Maha Shobha's 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

Filter by profile

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 Googl 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 coo 4 more...	10	11 8:15a Are you new to WordP 8:30a Choosing between Wc 8:45a Are you looking for ad 9a WordPress is one of the r	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 tr 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 tr 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 Have you used all of y 9a There are no rules when i	25	26 12:15p Are you bursting with 12:30p Getting started with v 12:45p Blogging with WordP 1p Are you having trouble fin	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	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 with 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	2 8a Developing your leadersh 12p Facing challenges is ons 4p Leadership cannot be tal	3 8:15a People are turning 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 th 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

- Profile:** Kartik Mehta, Edit Profile
- FAVORITES:** News Feed, Messages (20+), Ads Manager, Events
- PAGES:** ShopRight (17), Ristorante Par... (1), **Create Ad**, Pages Feed (20+), Like Pages, Create Page
- APPS:** Games (20), On This Day, YoWorld, FedEx Ship to Frie..., toGather, Bitstrips, Games Feed (20+)
- GROUPS:** (partially visible)

Update Status | Add Photos/Video | Create Photo Album

What's on your mind?

Public | Post

Create Ads



Niral Jhaveri was tagged in a post.

Meghna Jhaveri added 3 new photos — with Niral Jhaveri. 16 hrs · 🌐

10 years of togetherness, 10 years of happiness, 10 years of fulfilling dreams, 10 years of sharing, 10 years of trust and ofcourse our Princess Sanaya!

Niral Jhaveri - Happy 10th anniversary sweetheart!

YOUR ADS

- Netclues

Find More People Like You

You can use your ads to find more people to take action on.

Learn More

This Week

539 Post Reach

Today's Results

- Netclues - Page Likes: 46 Page Likes for \$15.2
- Post: "We have a lift o... Ad Set Completed - 1 P... \$0.14

Ads Shortcuts

- 1 request from Malav S
- Michelle Vaz Mehta an



#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

This screenshot shows a Facebook profile page for a user named Kartik. The page features a search bar at the top, a navigation menu on the left, and a main content area. A sponsored ad for Dollar Shave Club is highlighted with a red box. The ad includes the Dollar Shave Club logo, the text "Sponsored", and the headline "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." Below the headline is a visual comparison of two razors: a rusty, old razor labeled "THEIRS." and a clean, new razor labeled "OURS." The ad also includes the text "Dollar Shave Club. The Smarter Way to Shave." and "DSC - Proudly Shaving Canada for 3 Years and Counting." with a "Sign Up" button.

This is a close-up view of the Dollar Shave Club sponsored ad. It features the Dollar Shave Club logo and the text "Sponsored". The main headline reads: "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." Below this is the sub-headline "Try Dollar Shave Club." and a large visual comparison of two razors: a rusty, old razor labeled "THEIRS." and a clean, new razor labeled "OURS." The ad also includes the text "Dollar Shave Club. The Smarter Way to Shave." and "DSC - Proudly Shaving Canada for 3 Years and Counting." with a "Sign Up" button.

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