

Inside Edge

The Amazing Race of Internet Marketing ...

Top Online Trends YOU can Leverage to Stay Ahead

Welcome to the September 2008 edition of the Inside Edge--your monthly report on Internet trends and advancements that can turn your business into a more profitable e-Business. When you take a close look at your Internet marketing and website conversion effectiveness combined, it should become clear where you need to concentrate your efforts to shore up any weaknesses. You should also be able to see additional paths for your visitors to follow through your site as well as additional advertising and marketing opportunities. **How can you leverage the latest Internet marketing trends to multiply and maximize your returns?** Read on to find out ...

What is it that your business needs to market effectively online and enhance your revenues significantly? Maybe it's an interactive video on YouTube. Could be an email marketing campaign and a monthly e-newsletter. A blog might be the one thing your business could really benefit from. How about an RSS Feed or a podcast? Is your landing page truly a sales tool or simply a good looking showroom where people stop by and leave without taking any positive action? When was the last time you updated your Facebook profile to make it more meaningful to your business image?

A comprehensive mix of Internet marketing tools and techniques could help you accelerate your business and move it to the next level – a level your competitors may already be eyeing on their radar. In the "Amazing Race" of the Internet, time is of the essence! What steps should you take to stay ahead?

Let's take a look at the top Internet marketing trends that you can leverage to enhance your business efficiency and profits:

Search Engine Marketing

Getting your website to list on top positions in leading search engines or hundreds of clicks coming in to your site is fantastic. The question is - how much of this is impacting your bottom line through increased conversions and sales? While the goals of search engine optimization and

pay-per-click are primarily to increase traffic to your website, the goal of a good Search Engine Marketing strategy is much more than that. Statistics indicate that lead generation, direct online sales and driving traffic are the leading objectives for search marketing. Get your WSI Consultant to help your search marketing strategy deliver these results.

Social Media Marketing

Social media enables users to easily participate in and actively contribute to. Consumer Generated Media (CGM) is the intersection between real and virtual worlds. Anyone with an Internet connection can share their message with the world. This is perhaps the biggest reason why social media has gained such importance. It involves people and it gives them power – the power to voice their opinions and the power of knowledge that comes from gaining insights and feedback. The distinct advantage that social media has over other forms of traditional media is its dynamic and flexible nature. Not only can it change with time and be edited as required by the author (or sometimes by a community of users), it can also be shared, archived and indexed by search engines. Social Media Marketing is about reaching out to the Web community and leveraging the power of word-of-mouth publicity. RSS Feeds, Podcasting, Blogs, Social Networking sites and Interactive Video are powerful, inexpensive and easy to use tools that you can leverage to reach out to your customers. Contact your WSI Internet Consultant today to find out how.

Landing Page Optimization

Stefan Tornquist, Research Director at MarketingSherpa quotes statistics indicating that "an improved landing page can result in an average 40% increase in conversion". The fact is that the overall volume of users visiting website home pages is going down and will reduce further, significantly. If the point of entry is increasingly, a landing page, then that page must cater to different types of visitors. It must be dynamically designed to cater to each of their needs, yet, lead them all to convert.

With the complexity of media vehicles and Web user trends, testing the efficacy of a landing page is critical to ensure your ROI. WSI Consultants have been trained by industry leading firms like Google, Yahoo and MarketingSherpa to design and test revenue generating landing pages for businesses like yours. To make sure that your landing page speaks to your audience and leads them to conversion, contact your local WSI Consultant today.

Your online business must have a comprehensive Internet Marketing strategy to attract and convert more customers. WSI offers Search Engine Optimization (SEO), Pay-per-Click (PPC) advertising, Search Engine Marketing (SEM), Email Marketing, Social Marketing, Landing Page Optimization, Video Marketing and more to help you put in place a good mix of Internet marketing tools.

Call your WSI Internet Marketing Consultant and get started on a detailed e-Business evaluation and execution plan as soon as possible. Good luck and cheers to your online success!