



Internet Marketing Roadmap

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21st Century

Marketing Solutions



Internet Marketing Roadmap

This process is key to success if your internet marketing is brand new or a redesign. Although your website is the core of your marketing efforts it only one element and just the beginning of what needs to be created to turn web visitors into customers. You will see that besides creating a strategy and a plan, creating quality content with value for your target audience is a critical factor throughout everything, so much so that today's marketing is now referred to as Content Marketing.

Before we go on the road be sure you are clear about:

- Your mission – why are you in business?
- What is your product?
- What is your unique value proposition?
- What are your company values?

These represent your brand and they have to be consistent from your visitor's first impression and throughout their entire experience.



Contents

- 1) Competitive Analysis and Do It Better
- 2) Listen & Learn
- 3) Create the Strategy
- 4) Build the Plan
- 5) Go to Market



Competitive Analysis and Do It Better

Your competition is the top company in your industry as shown by their SERP (Search Engine Results Position) on the first page of a Google search for the key phrase you want to use. Everything on the internet is measurable and constantly being measured. Our auditing services take the guess work out of what your competition is doing. The factors that determine your competitor's SERP are:

- Keywords/phrases and their optimization strategy
- Volume of relevant and engaging content
- The number and quality of incoming links
- The age of a website
- Participation in Social Media

All of these factors indicate authority and trust in the eyes of the search engines.



Listen & Learn

- Determine audience needs
- Market research
- Monitor online conversations

At this stage we:

- Research keywords/phrases and create a keyword strategy
- Chart your target buyers personas. Catalog their problems and your solutions.
- Investigate where the buyers are active socially and monitor their conversation

This information will be the basis of an audience strategy and will identify the ponds you need to fish in. Your web presence should be a platform for building engaged communities.



Create the Strategy

- Where, who, how to reach your target audience
- Inventory existing that can be repurposed
- Determine what content needs to be created to fill the gaps
- Outline the content mix
- Create a content creation/implementation calendar

From this information we create a content strategy and the bait to lure your target audience.



Build the Plan

- Build a website that can generate leads
- Create quality content with value to your target audience

Content will have to be focused, refined, interactive and sharable.



Go to Market

- Grow your web presence
- Build awareness/join Social Media platforms to engage your target audience and distribute your great content
- Establish credibility and thought leadership
- Educate your target audience
- Attract a social following

The power of internet marketing on the social web is huge.



Generate and Nurture Leads

- Engage, share and promote content on your website with a landing page that captures your visitors contact information and adds it to your email list for future nurturing
- Identify the leads
- Follow-up and nurture leads with personalized conversations
- Close the sale

Keep your company front-of-mind with an on-going customized interaction. This is marketing and networking in the 21st century.