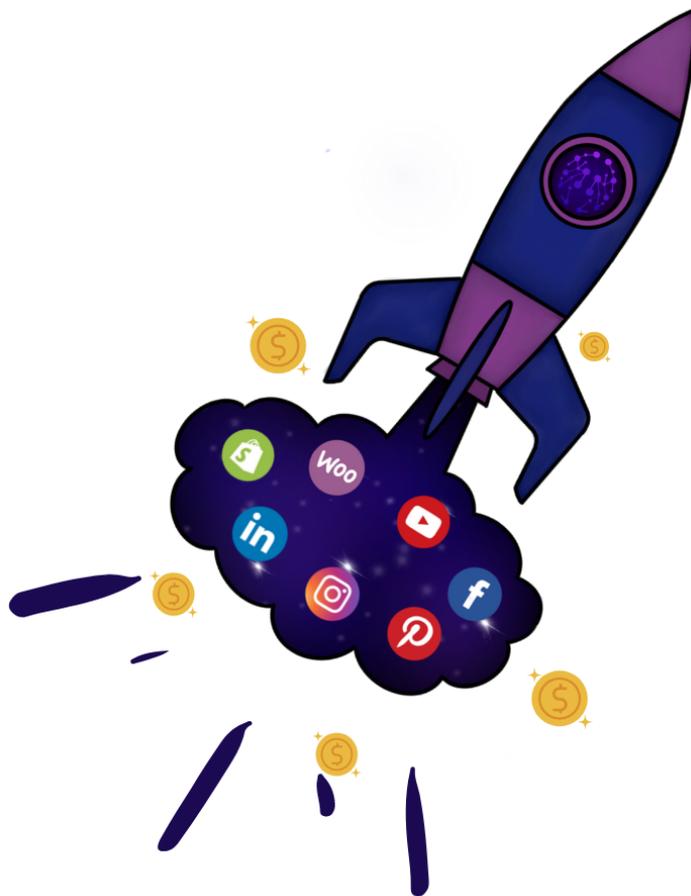
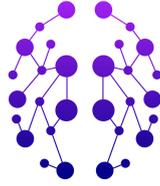


MIND FOR BUSINESS

# Online Marketing Concepts





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In online marketing, there are a number of concepts that regularly recur and are used. We have worked out these concepts for you as clearly as possible, so that you can understand them and even try to apply them directly yourself. Do realise, however, that there is much more that comes to it than you would think at first glance.

## **SEO**

### Search Engine Optimisation

By writing texts on your website you can beat your competition on Google by using the right words. This way you will get a higher ranking in Google based on blogs and backlinks. A backlink is a word with a link on it, that links through to another page. With the right strategy you can achieve great results such as organic reach with your website, increasing your visitors, with the positive consequences of the former.

## **SEA**

### Search Engine Advertising

Paid advertising on search engines such as google, happens through bidding. The highest bid winds the ad and gets your website to the top of google, when people search your keywords. People with a higher search intent and therefore 'hot traffic' will get into your marketing funnel and can quickly become paying customers! Through instant data you can immediately see what works and what doesn't and thus reduce costs significantly.

## **SMA**

### Social media advertising

Advertising on social media channels such as Facebook, Instagram, Youtube, Pinterest and LinkedIn. Which channels are important and how can you best reach the target group that is most likely to convert. Also here, in SMA, you win a bid so that your ad will be placed. Instant data allows you to see immediately what works and what doesn't, thus significantly reducing costs.

## **SM**

### Social Media

Social media channels cannot and should not be missed at a company. This is your business card these days. Posting at the right times in the right places with the right texts, hashtags, photos/videos and branding. Very important for engagement and conversion optimization. A component that enhances your funnel and should not be missing.

## **LG**

### Lead Generation

A lead, also called potential buyer, is someone who is interested in a product and you want to stay in touch with it, before the competition does this. How do you do this? By collecting their most valuable contact information such as name, email, phone number and address. This often gives people away something of value that is 'free' in exchange for a 'lead magnet'. This is when people come into the funnel and you warm them up into buyers.

## **EM**

### Email marketing

By collecting the leads in certain email software, you can use these leads in your email marketing. Through the right flow of (automated) emails, with the right copy, capitalising on certain data collection through the email software, you can send the right and most converting emails to everyone on your list. It also allows you to warm up your leads towards a purchase and share a lot of knowledge to help people.

## **WD**

### Webdesign

A website is of course key in offering and selling your product(s) and services. This is where the transactions take place and so should look good (preferably great) to represent your brand/company. Webdesign is important because it can be used strategically for sales. More about this in CRO.

## **LP**

### Landing page

Looks like a website and basically is also a website. The difference is that a landing page excludes as many distractions as possible in order to reach the goal of the page as quickly as possible. Goals such as collecting someones data (eg. name, email, phone-number) or getting someone to buy and not to lose the visitor to ambiguity and other buttons on the site. No bells and whistles or other bullsh\*t.

## **CRO**

### Conversion rate optimisation

The conversion rate is the percentage of your total number of visitors that actually buy. How can you optimise this so that a small percentage in conversion rate already leads to a significant increase in your total sales. How is your funnel built up and how do you get there before people go to conversion faster. A fun strategic and technical game for boosting your sales.

## **Content**

### Content

What is content anyway? Content is something that has to be expressed through a medium such as speech, writing, photo, video or other arts. When you want to sell a product or service, want engagement or build a follower base, it is important that you come up with the right content that leaves an impression on your target audience. For example, copywriting as a form of content, based on the right words and structure that focusses on a person's emotions, can make your conversion rate go up tremendously. The same goes for good photos and videos.

## **I-M**

### Influencer Marketing

Of course there are already people with a (large) influence and followers base. You can make use of them by utilising them for the growth of your company. With the right strategy you can get a lot out of this. For example, you can pay them for a promotion, enter into longer partnerships as an ambassador or as an affiliate.

## How can you start?

1. Create a business account on [business.facebook.com](https://business.facebook.com), create an advertising account here and then create a pixel that you install on your website or landing page.

What is a Pixel?

A pixel is a piece of code that facebook came up with, that you can put on your website. This pixel keeps track of who is on your website and what they do. This is essential for data collection that you can use to (re)reach your target group.

2. Create a Google Ads account at: <https://ads.google.com/> so that you are ready to appear high on google.

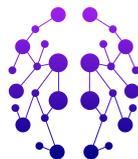
3. Create an account on Active Campaign via the following link to set up your email marketing campaigns & automations.

<https://www.activecampaign.com/?r=LX523EF3>

4. Create an Instagram account if you don't already have one.

5. Determine the goals you want to achieve with online marketing.  
Believe us: The sky is the limit.

6. Schedule a free digital consult in case you want to know what your online marketing opportunities are at: <http://www.mindforbusiness.nl/>.



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