



THE  
Indigo Heron  
GROUP, INC.

# Why Marketing Matters

*And how geeks can tackle it without breaking out in hives*

# Experience

A decade of experience in ecommerce, online branding, marketing & content development – including search engine optimization, business blogging & off-domain social media.



ANTHROPOLOGIE



sahalie.



title nine

DIESEL

GARDEN BOTANIKA.



The Swiss Colony

# Definition of “Marketing”

---



*Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.*

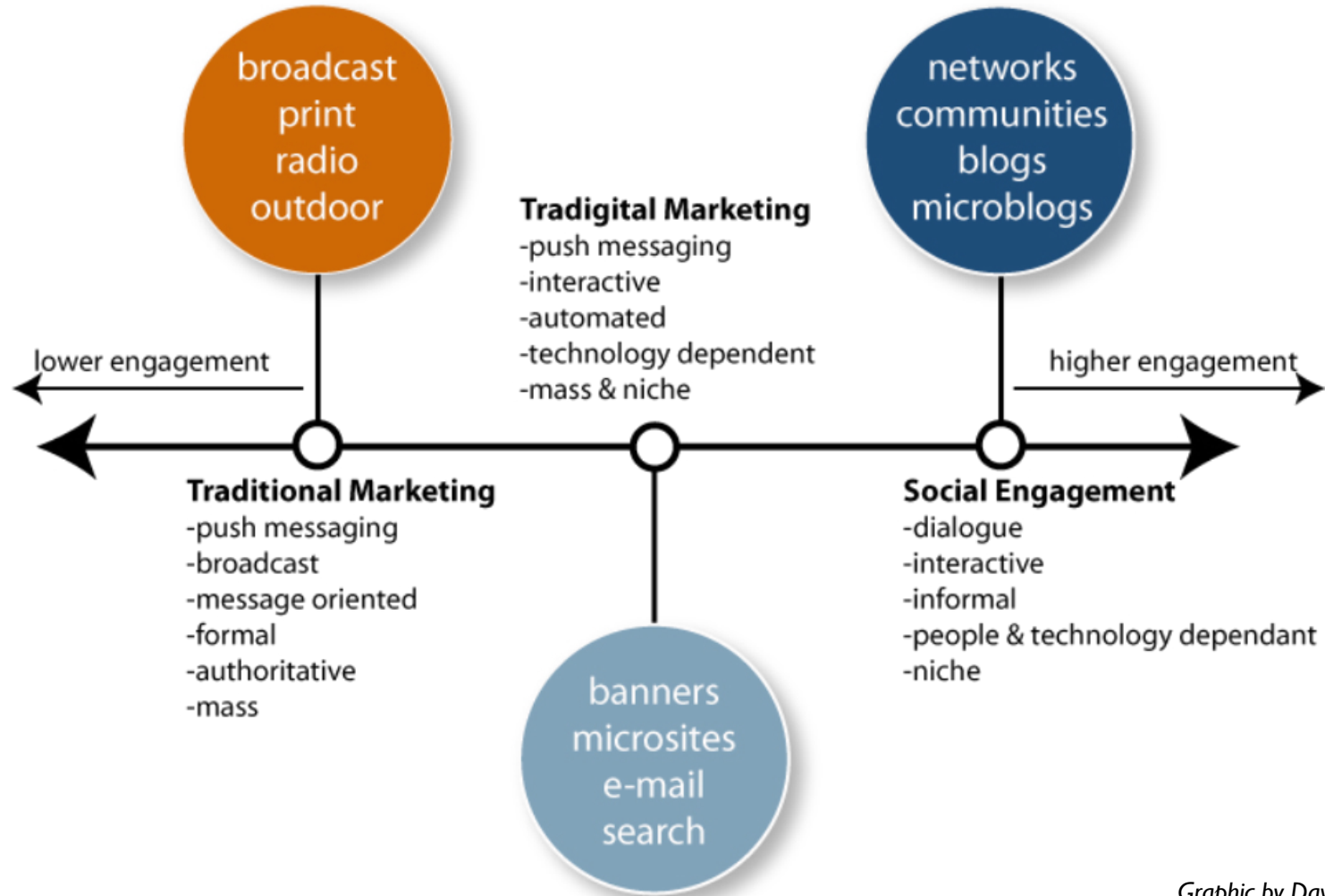
**-- American Marketing Association**



# A Collection of Different Pieces



# The Marketing Continuum



Graphic by David Armano

# Know Your Customer



# The Message





# Online Marketing Ecosystem

---





# Website Job Description



# Style AND Substance



# Building a Site

1999

```
File Edit View Help
<title>Indigo Heron | Online Marketing & Content Management Strategy Services</title>
<meta name="generator" content="WordPress abc" /> <!-- Leave this for stats -->
<link rel="stylesheet" href="http://indigoheron.com/wp-content/themes/corporate-theme-v2/style.css" type="text"
<link rel="alternate" type="application/rss+xml" title="The Indigo Heron Group, Inc. RSS Feed" href="http://in
<link rel="pingback" href="http://indigoheron.com/xmlrpc.php" />

<script type="text/javascript" src="http://www.google.com/jsapi?key="></script>
<script type="text/javascript">
    var calendarURL = 'http://www.google.com/calendar/feeds/s8n14fqigtkhpj744qnllv
    var pageMaxResults = 15;
    var parseWiki = true;
    var showNav = true;
    var weeks = null;
    var widgetListSize = null;
</script>
<link type="text/css" rel="stylesheet" href="http://indigoheron.com/wp-content/plugins
function addLoadEvent(func) {
    var oldonload = window.onload;
    if (typeof window.onload != 'function') {
        window.onload = func;
    } else {
        window.onload = function() {
            if (oldonload) {
                oldonload();
            }
            func();
        };
    }
}

//addLoadEvent(loadCallTest);
</script>
<link rel="stylesheet" id="wpsc-theme-css-css" href="http://indigoheron.com/wp-conten
<link rel="stylesheet" id="wpsc-theme-css-compatibility-css" href="http://indigoheron.com/wp-content/plugins/
<link rel="stylesheet" id="wpsc-product-rater-css" href="http://indigoheron.com/wp-content/plugins/wp-e-commerce
<link rel="stylesheet" id="wp-e-commerce-dynamic-css" href="http://indigoheron.com/index.php?wpsc_user_dynami
<link rel="stylesheet" id="wpsc-thickbox-css" href="http://indigoheron.com/wp-content/plugins/wp-e-commerce/j
<link rel="stylesheet" id="contact-form-7-css" href="http://indigoheron.com/wp-content/plugins/contact-form-7
```

2009



Joomla!



Plone



# What about SEO?

- Search Engine Optimization
- Don't Drink the Kool-Aid!
- Paid vs. Organic Search
  - Organic search lasts longer than Paid search.
  - The more educated your audience, the less likely they are to click on advertisements.
  - Organic clicks converted at an average of 4.2% v. 3.6% for paid.\*
  - Less than one-fourth of b2b buyers to look to paid listings in their first try at accessing information.\*



*\*Study by Marketing Sherpa*



# Writing Your Site Copy

- Prioritize your key messages, and make sure the most important information is at the top.
- Test your homepage layout and visibility to ensure that it works, even on small screens and multiple browsers.
- Keep sentences short (12 words or less).
- Keep paragraphs short (6 lines or less).
- Use bullet points.
- Make the first and last sentence of each paragraph the most important.
- Use normal language and not marketing hype or industry jargon.
- Provide a call to action to direct visitors to important parts of your site.
- Include your most important & well-researched keyword phrases.



# Common & Avoidable Mistakes

- Inconsistent or Confusing Navigation
- Too many choices
- Typos and poor grammar
- Unreadable URLs
- Auto-starting video





## When it Works

*“Keyword based advertising [including SEO] only works when people know they have a problem and can describe it to themselves and believe that somebody on the Internet has a solution.”*

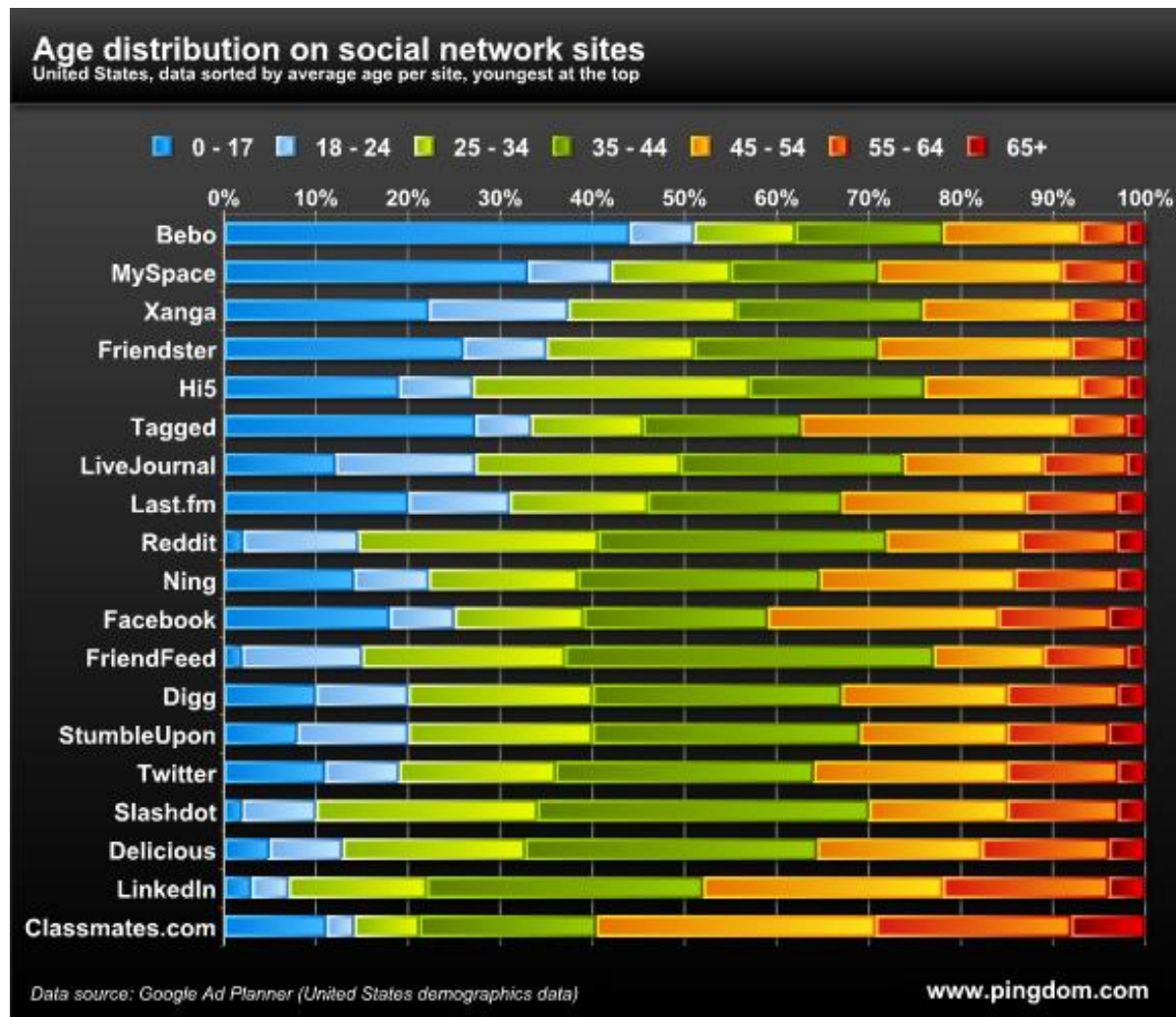
– Perry Marshall

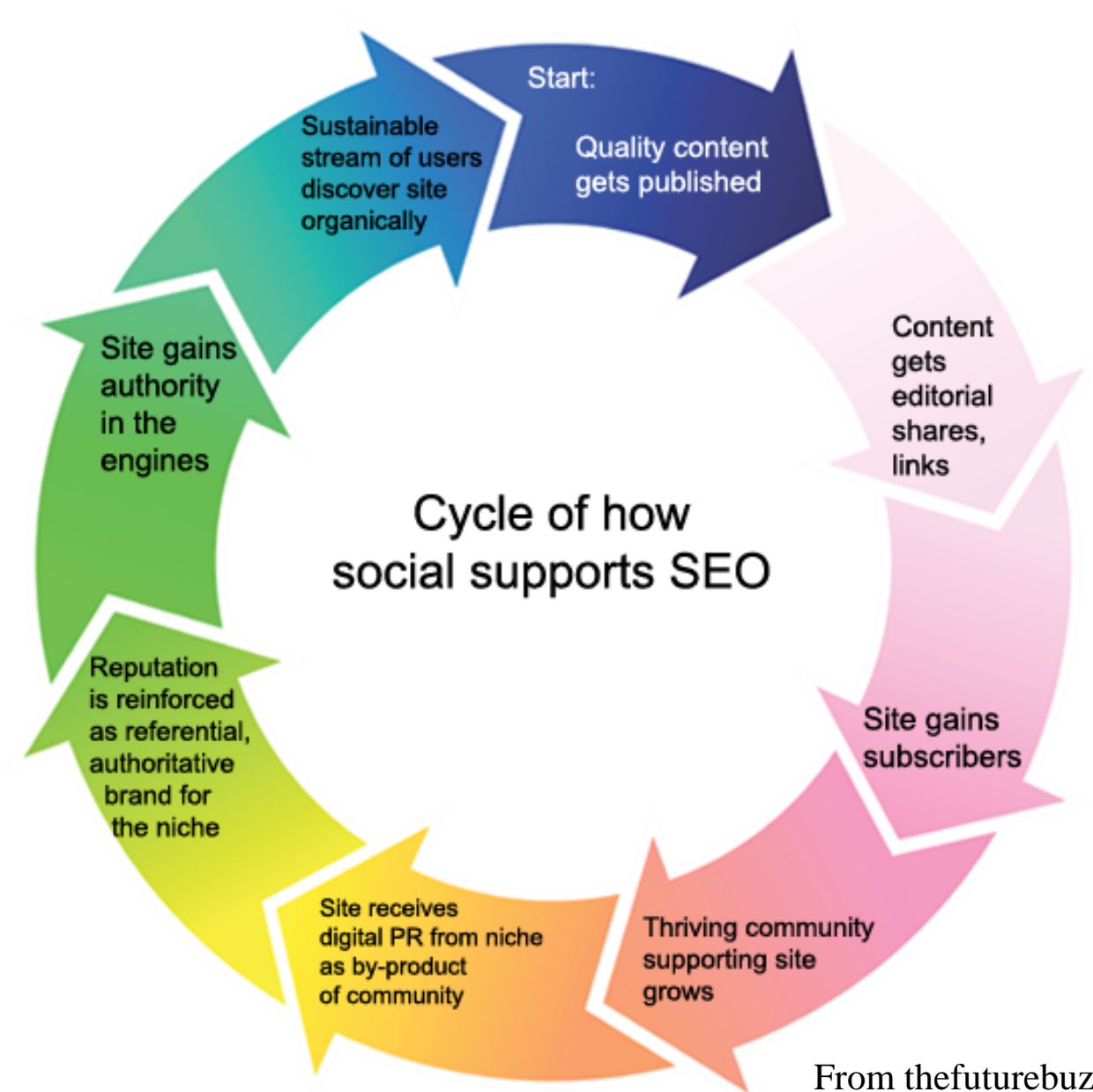


***Use the language your customers would use to describe your product, not the language you use.***



# Where are your Customers?

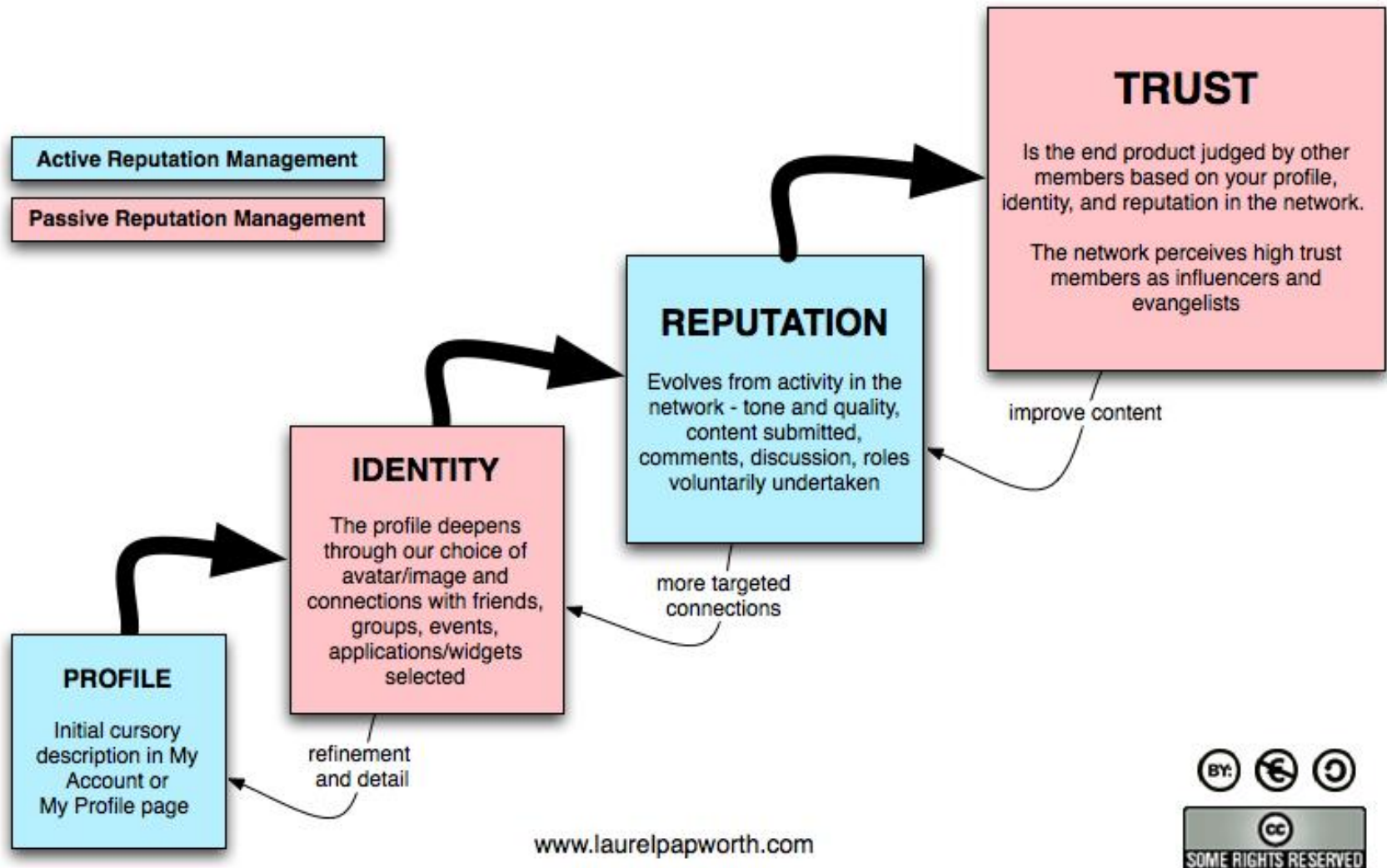




From thefuturebuzz.com

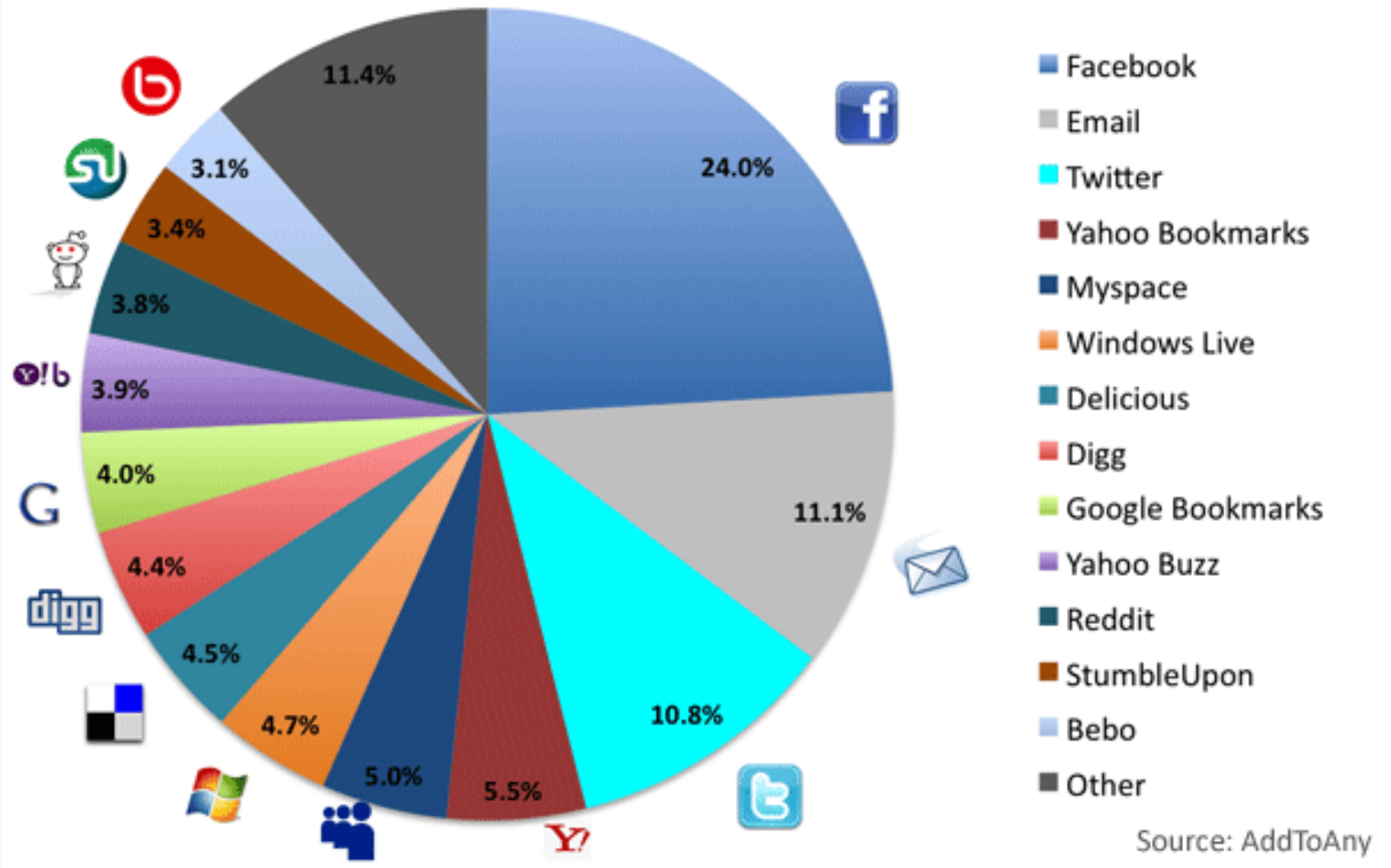
# SOCIAL WEB - REPUTATION MANAGEMENT CYCLES

© Laurel Papworth 2008





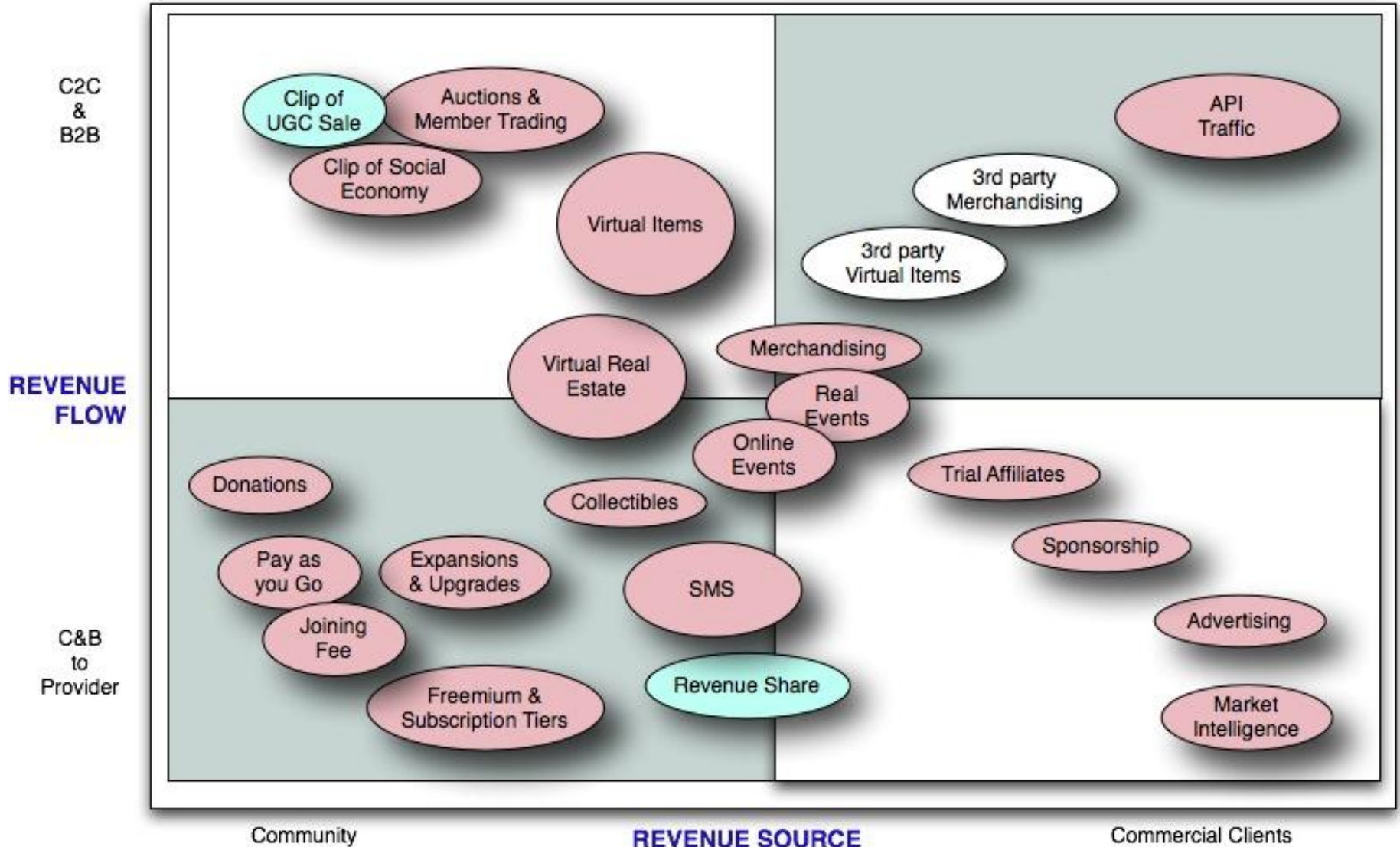
# Facebook Leads Sharing





# Monetizing Social Networks - Revenue Streams

Laurel Papworth 2008 ☺☺☺



# A Strategic Approach to Using **Twitter**

<b>STRATEGY</b>	<b>FOLLOW</b>	<b>CREATE</b>	<b>ENGAGE</b>
<b>Customer Relations</b>	Your customers and potential customers	Content relevant to your customers: tips, company info, etc.	Answer questions, respond to comments about your brand
<b>Crisis Management</b>	Your brand, products and relevant issues	Direct to additional resources, updated information, explanation	Answer questions, respond to comments, raise issues, provide info
<b>Corporate Reputation Management</b>	Industry leaders, similar interest groups, news/media	Insights, expertise, become a thought leader	Jump in the conversation. Be transparent and add value
<b>Event Coverage</b>	Those interested or attending event, media	Event information, updates, behind the scenes coverage	Set up Tweet-ups, talk to attendees, ask and answer questions
<b>Product Promotion &amp; Sales</b>	Current and potential customers, those interested in similar products	Links to online promos, insider info on upcoming sales, discount codes	Check replies and DMs, answer questions, provide info when needed
<b>Issue Advocacy</b>	Those interested in your cause, industry leaders, news	Added value: health tips, disaster alerts, fundraising info	Know your followers, thank them for support, get them involved



# DIY SEO Resources



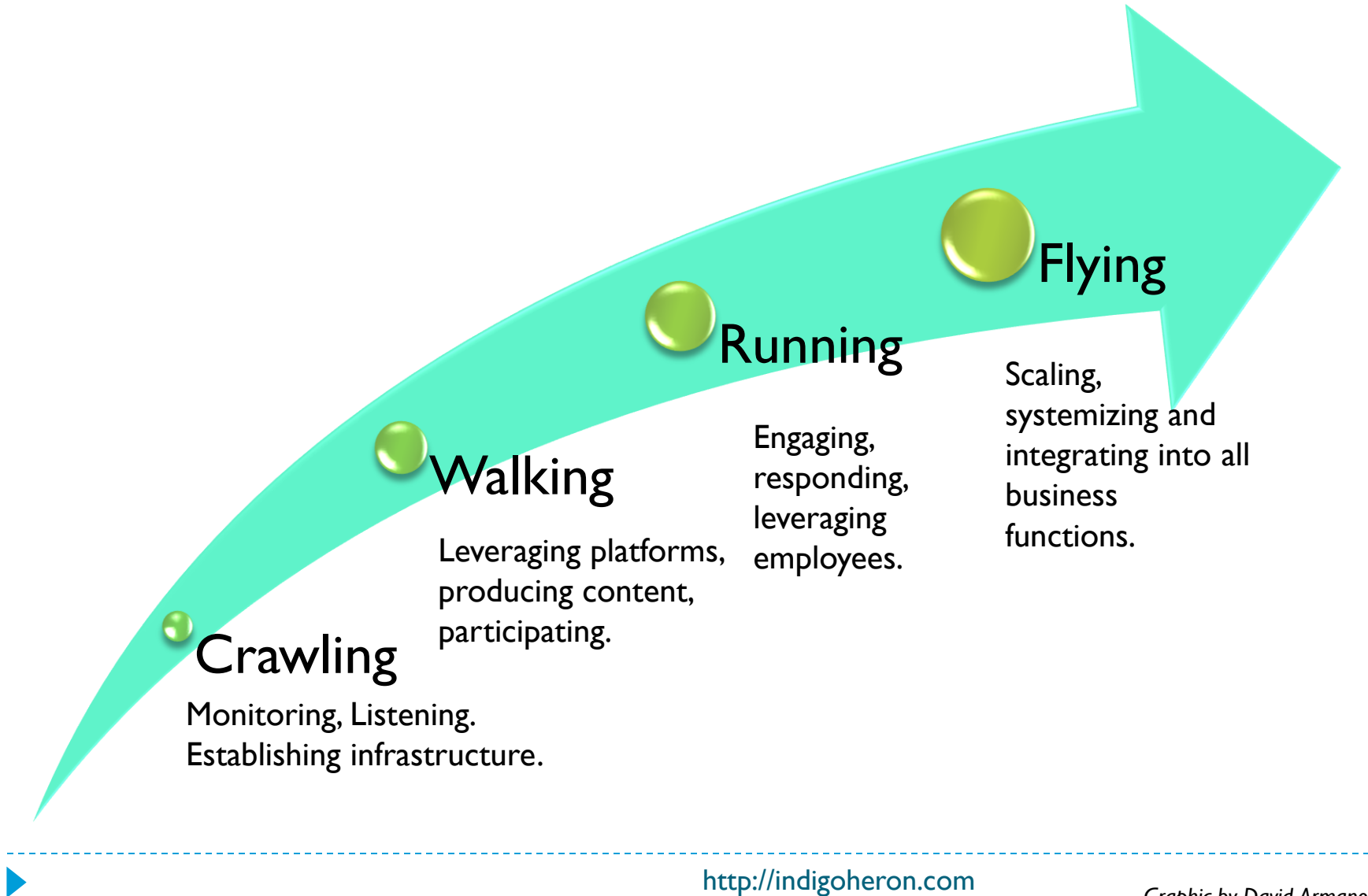
Google webmaster tools





# Step-by-step

---



**Alora C. Chistiakoff**

*Web Strategist*

512-850-6528

[alora@indigoheron.com](mailto:alora@indigoheron.com)

IndigoHeron.com

@alora



THE  
**Indigo Heron**  
GROUP, INC.