

# Online Marketing

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Center for Online Evangelism

(will email slides and resources list)

# Who is This Guy?

- In marketing since early 1990s
- Online marketing since 1995
  - Copywriter
  - Website Development
  - Email Marketing
  - Owned/operated several businesses, including manufacturing, information publishing, and online marketing services.

- **Currently:**

- Licensed HMA business consultant
- Certified Search Engine Optimization Copywriter
- Technical Director for Center for Online Evangelism

# Gardening

- 5 acre microfarm
- Master Gardener
  - Extension office
    - Coordinated MG and Master Composter programs
- Permaculture training
- Involved in several school gardens
- Publisher of The Microfarm Journal
- Interests
  - School gardening
  - Experimental gardening
  - Forest gardening

# Who Are You?

- What type of ag operations are represented?
- Who has websites?
  - What results are you getting?
- Volunteer for a hotseat audit?
- Classroom etiquette

# Why Bother?

- 90% research you before calling or visiting.
- The website is your front door, like it or not.

# Misconceptions

- Online marketing is “computer science”
- Set it and forget it
- “Chinese Math”
- Quick Results
- I don't need all of that fancy stuff

# Overview

- Pre-development work
  - Research
  - Decisions
  - Planning
  - Writing
- Build site



# Overview (continued)

- Create a System
  - Add content
  - Optimize
  - Drive/Attract Traffic (visitors)
  - Engage with site visitors
  - Capture names
    - Nurture the list and sell stuff to it
  - Track and analyze results

# Pre-development Work

**Critical—do not skip this!**

# Key Marketing Message Platform

- Even if you already know these elements, write them down.
- Becomes a “branding document”--a resource that will help you maintain consistency as you develop your online presence.

# Key Marketing Message Platform

- Description of specific target market
- Description of the voice you'll use in your marketing
- Explanation of the human value your product provides
- Create some sample, benefit-oriented headlines
- Description of 'how it works'

# Key Marketing Message Platform

- Complete list of research market facts & figures
  - start with the National Gardening Association
  - market gardening associations, etc
  - google
- Your USP (include some sample headlines)
- Your Emotional Selling Proposition statement (with headlines)
- Product positioning statement for internal use
- Tag line, logo, colors, and other elements used on the site or other marketing

# Questions to Ask

- Who is your market?
- What are your goals for the site?
- Most desired actions?
- What makes you different?
- Why should someone come to you, rather than a competitor? How are you going to position yourself?

# More Questions

- Where does your target market hang out online?
- How do they look for information?
- How are they going to find you?

# Keyword Research

(cue ominous music....)



# Building the Site

- Choose a domain name
  - Considerations
  - How to register
- Choose your platform
  - Options
    - Wordpress
    - HTML
    - Multi-site platform (Wix, Weebly, Squarespace)

# Building the Site

- **Hosting account**
  - What it is, and why you need one
  - HostGator
  - Site5
- **Set up hosting account and install the CMS**
  - Use hosting company's tutorials

# Building the Site

- Security
  - Skip this, and die.
  - WordPress
    - Use a premium theme
    - Use a reputable security plugin
      - iThemes Security plugin
      - Wordfence plugin

# Building the Site

- Design considerations
  - Be current
  - Mobile-friendly is not an option
    - 50%+ of all search is done on a smartphone
    - Mobile responsive theme
    - Page load speed
    - Click to call button
    - New AMP protocol
      - note—I incorrectly named this in the presentation  
—the correct name is Accelerated Mobile Pages.

# Building the Site

- Avoid
  - Flash intro/splash pages
  - Autostart media of ANY kind
  - Cluttered pages

# Create a System: Add Content

- CONTENT IS KING!!!11!1eleventy1!!!!
- Content Requirements:
  - Fresh
  - Unique
  - Relevant
- Plan content structure before creating it

# Create a System: Add Content

- Types of Content

- Web pages

- Specific info
    - Silo concept

- Blog posts

- Video

- Content upgrades and Optin bribes

- Resource:

- [http://betterlifetv.tv/better\\_health\\_tv.php](http://betterlifetv.tv/better_health_tv.php)

# Create a System: Optimize

- Definitions

- Rank, ranking, position, etc
- Ranking factors/elements/signals
- Optimization
  - SEO
    - Technical, onsite
    - Offsite
    - Content
- Relationship between content and SEO



# Create a System: Optimize

- Content issues
  - Keyword stuffing
  - Duplicate content
  - Relevance (Fresh, Unique, Relevant)
  - Cannibalism
    - Silo concept

# Create a System: Optimize

- Search Engine Optimization (SEO)
  - Site Audit process

# Create a System: Traffic

- Traffic generation
  - Free
    - Organic traffic (search)
    - Content marketing channels
      - Create content for sharing
      - Guestblogging
      - Popcorn content
        - Social media
    - Headlines
  - Paid
    - Adwords
    - Facebook ads and other paid social media

# Create a System: Email

- Engage with site visitors
  - Comments, social shares, solicit feedback
- Capture names, build a list
  - Critical element of online marketing
  - Email management system
    - Aweber
    - Constant Contact
    - iContact

# Create a System: Email

- Optin bait
  - Reports (5-10 pages max)
  - Checklists
  - Podcast/audio interview
  - Webinar/online training session
  - Content upgrade

# Create a System: Email

- Landing Pages
  - Unique type of page
  - Design considerations
    - No other navigational options
    - Some themes have built in features
    - WordPress plugins
    - LeadPages.net

# Create a System: Email

- Nurture and sell to the list
  - Regular emails
    - Most common one email per week
    - Lines no more than 50 characters wide
    - Share information, news, etc.
    - Sell your stuff
      - Or somebody else's
  - This will be your most effective marketing strategy!

# Create a System: Track & Analyze

- Don't guess—you'll be wrong 80% of the time.
  - Track results, not vanity stats
    - Traffic
    - Conversion rate
    - Sales
  - Analyze (LVC, etc)
- Free Tools
  - Google Analytics
  - Google Search Console
  - Use their tutorials



# Challenges

- Time
  - Knowledge acquisition
  - implementation
- Consistency
  - Inconsistency will hurt your efforts
    - Customers
    - Google

# Solutions

- Hire the work
  - Quality is expensive
  - Screen carefully
- Designate one person to become an expert and do the work
  - Remember, it's ***Marketing***, not IT, programming, etc.
- Barter

# Live audit

Do we have a victim?

# Questions

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