



LOW COST, HIGH IMPACT

MARKETING ON A SHOESTRING BUDGET
JUNE 2017 iF Lunch and Learn

“It's a battle to get noticed online amidst the noise and crowds.”

~ Adam Audette, Chief Knowledge Officer, RKG

ABOUT ME

I graduated from Mohawk College with an Advanced Diploma in Advertising and Marketing Communications Management. From there, I went on to work in Real Estate doing marketing for large commercial properties and teams. My next step was to work for a digital marketing company, and now I split my time between freelance consulting and my career.

I'm passionate about supporting start ups and young professionals and helping them to achieve their goals. In my spare time I sit on the executive of Hamilton HIVE as secretary.

DIGITAL MARKETING

**THE GOAL IS TO BUILD AN
AUDIENCE.**

KEY DIGITAL MARKETING COMPONENTS

The goal of all online marketing is to build and maintain an audience. There's no cure all to get your business to the top of the front page – especially not overnight.

CONTENT

Blogs, infographics, articles, videos – anything that your audience can consume!

CITATIONS

How many times you're mentioned on the internet

BACKLINKS

Links to your website from other sites.

MOBILE

We live in a mobile world, and yet many sites aren't mobile responsive!

SOCIAL

Why buy an audience when you can cultivate and build one yourself?

PAY-PER-CLICK

If you do have a bit of budget, this is the place to start while you get your ducks in a row.

SEARCH ENGINE OPTIMIZATION

CONTENT IS KING

Every page indexed by Google has a quality score associated with it. There are a few different ways to measure this, but for our purposes, we're going to talk about Google's Content Quality Score and how it's measured.

1

QUALITY & QUANTITY OF MAIN CONTENT

The quality of the main content can be determined by how well that content meets the purpose of the page.

2

LEVEL OF E.A.T. - EXPERTISE, AUTHORITY, TRUST

E.A.T. can include author rank, page rank, and a number of specific ways to measure trust (like the very untrustworthy footer text "domain is for sale")

3

REPUTATION

The final primary consideration of whether a page receives a high quality rating is the reputation of the website or organisation itself.



SECONDARY CHARACTERISTICS

In addition to one of the three characteristics we've already discussed, a strong website has content that fulfills most of the secondary characteristics, which are:

- A satisfying amount of website information
- Supplemental content which contributes to a satisfying user experience
- Functional page design which allows users to easily focus on MC and use SC as desired
- A website which is well cared for and maintained



CITATIONS

Citations are mentions of your business name, address, and phone number (NAP) on the internet. Citations can also be found on any site, even if they are not linking at all to your website. There are two kinds of citations – Structured and Unstructured. Each has value, though every citation has a different weight, based on the ranking of the site the citation is on.

STRUCTURED

Directory listings –
things like
Yellowpages.ca,
Yelp.ca,
CanadaPages.com, etc

UNSTRUCTURED

Things like blogs,
newspaper websites,
and government
websites, etc

SEARCH ENGINE OPTIMIZATION

BACKLINKS

Link building is one of the most important (and difficult) SEO tasks. When we talked about Citations I mentioned that you just need your Name, Address and Phone Number (NAP) are all that need to be mentioned, regardless of whether there was a link. When it comes to a backlink, the link is the most important part.



MOBILE

Mobile Responsiveness is key to Google's algorithms – but even if it wasn't, it's key for user experience.

According to Google Data, **53% of people will abandon a mobile site if it takes more than 3 seconds to load.** Since bad user experience is often blamed on the recommender as well as the brand, Google is likely to push your site down in search results if it doesn't provide that user experience.



DIGITAL MARKETING

SOCIAL

Social is key in terms of effective marketing. Once you have relevant content, (and products that people actually want) social media is an effective way to build an audience that's all yours. Social isn't about finding new customers, it's about retaining the ones you have.

Social media (without any advertising budget) allows you to stay top of mind with people who already follow you, whether through Facebook, Twitter, or Instagram.



PAY PER CLICK ADVERTISING

There are a few venues for Pay Per Click advertising – it really all depends on who you’re trying to target and what your budget is. Regardless of where you’re advertising, it’s really a three step process.

1

Set a Budget

2

Set your Audience

3

Write & Design
your Ad

Go!



WHY PPC?

Pay per click advertising can generate traffic right away. It's simple: Spend enough, get top placement, and potential customers will see your business first. If folks are searching for the key phrases on which you bid and you've placed a well-written ad, you will get clicks the moment the ad is activated.

So PPC advertising is fast: With some systems, such as Google AdWords, you can generate targeted traffic within a few minutes of opening an account.

It's expensive as a standalone, but in a comprehensive strategy, PPC marketing is perfect for a variety of purposes, for example:

- Campaign efforts
- Direct Response businesses
- B2B Awareness
- Niche terms
- Product Listings
- Remarketing

PAY-PER-CLICK

MAKING PPC WORK FOR YOU

1. **Track. Everything.** Track your conversions, track your clicks, track your budget, track the quality scores of your ads. Track it all and pivot accordingly.
2. **Consider Display Ads.** Display ads often have a lower cost-per-click, since they're not as easy to set up effectively.
3. **Don't rely on PPC alone.** PPC means renting an audience. Use it while you build your business' SEO value and then wean off and use that budget for special campaigns.

THAT WAS A LOT, ANDREA

THINGS YOU CAN DO RIGHT NOW

Check your website's SEO Grade

There are lots of online tools for this, but my favourite of them is [website.grader.com](https://www.websitegrader.com), which is run by Hubspot



Check if your website is Mobile Responsive

It's more than just you checking on your phone. Go to search.google.com/test/mobile-friendly And make sure Google knows you're responsive as well!



Build Citations

Start looking to see where your competitors have listings, and make sure your business is listed there as well - if you can find places they aren't, even better!



MORE THINGS YOU CAN DO RIGHT NOW

Make sure you have a Google Business Page

You can set one up by going to
business.google.com



Ask existing clients for Google Reviews

Reviews are a great way to get started on
building your reputation with Google – and
with potential clients



Get to know Local influencers

Building backlinks is tough, but if you can get
linked from local influencers blogs it will help
get you started.



**THANK
YOU**