

ANYONE MAKING MONEY ONLINE?

HOW CAN YOU USE SOCIAL MEDIA TO ENHANCE YOUR BUSINESS?

WHAT IS ONLINE MARKETING?

- RESPONSIVE WEBSITE
- SEO - SEARCH ENGINE OPTIMIZATION
- PPC - PAY PER CLICK (GOOGLE ADWORDS)
- SOCIAL MEDIA - CONTENT CREATION
- EMAIL MARKETING

DO YOU HAVE A WEBSITE?

IS YOUR WEBSITE RESPONSIVE

BENEFITS OF RESPONSIVE WEBSITE?

- Able to view on Desktop
- Able to view on Tablet
- Able to view on Mobile

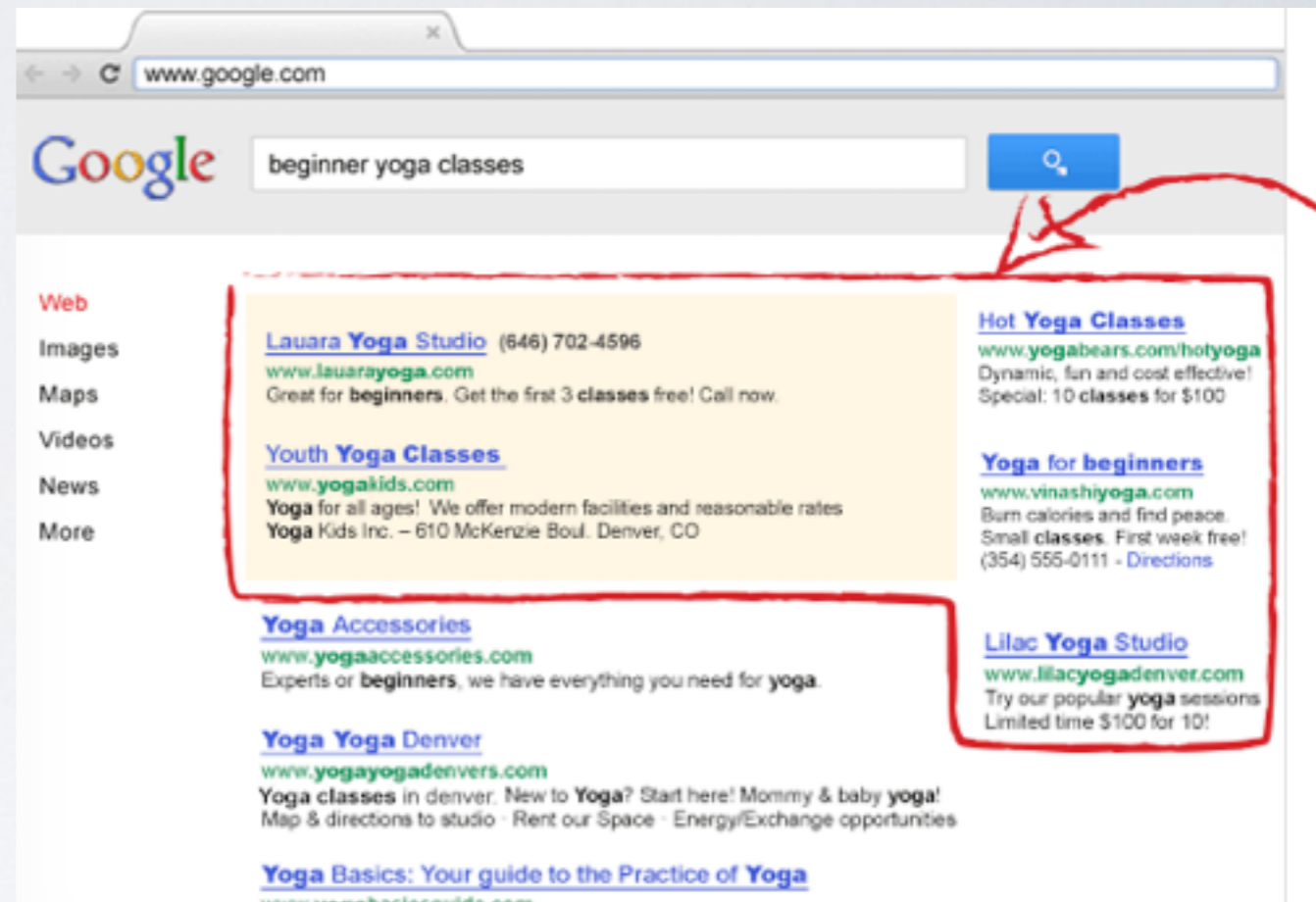


SEO - SEARCH ENGINE OPTIMIZATION

- ORGANIC!!! A MUST
- Optimize all your images
- optimize all your pages
- optimize all your slugs (urls that show)
- Stay on top of the competition and news
- Choose the right keywords

PAY PER CLICK - PPC

- Best way to close deals
- maximum exposure
- CAN NOW DO VIDEO ADS!!
- can get expensive if done wrong
- do your research before starting



EMAIL MARKETING

- Collect emails from customers
- email them updates
- keep the list updated
- separate the list into groups
- send both Html & Text emails
- Dont end up in the spam box



SOCIAL MEDIA & CONTENT CREATION

This is where you can score
big time!!!



FACEBOOK IS KING

- About 78% of people around the world use Facebook
- 70% of those check it regularly on their mobile devices

INSTAGRAM AND PINTREST

- Make your products & service the star here
- Show off what you have
- Make them want your products or service
- Make them envision it
- Help them decide and lead them to close the deal

WHAT ABOUT MOBILE?

why is it so important



CELLPHONES ARE DEAD

- Smartphones are used by 80% of cellphone users
- Is your site viewable on this device?
- are your ads showing on mobile?
- revive your marketing by going mobile

WHATS MY STRATEGY?

- Make sure website is responsive
- Make sure your site has up to date SEO organically done throughout all your content and images
- Optimize your ads for mobile viewers
- Engage your customers online via social media and content creation
- Run contests
- Collect leads at all times

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THANK YOU

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