



WELCOME

Internet Marketing & Social Media
Guest Speaker: Gregory Born

INTERNET MARKETING SOCIAL MEDIA

A recent study states that one quarter of the world's population uses social media. This means that 1,730,000,000 people are posting, pinning, tweeting, vining and instagraming.



WHO IS THIS GUY?

...and why is he talking to this group of people today?

IN SHORT

ABOUT IQUARIUS

We are a local Digital Agency serving clients nation-wide.



We develop your web and mobile sites to be the core of your Internet marketing efforts.

Your customers are devouring online media. We give them what they want.

We develop Internet marketing campaigns to ensure you are reaching your target audience.

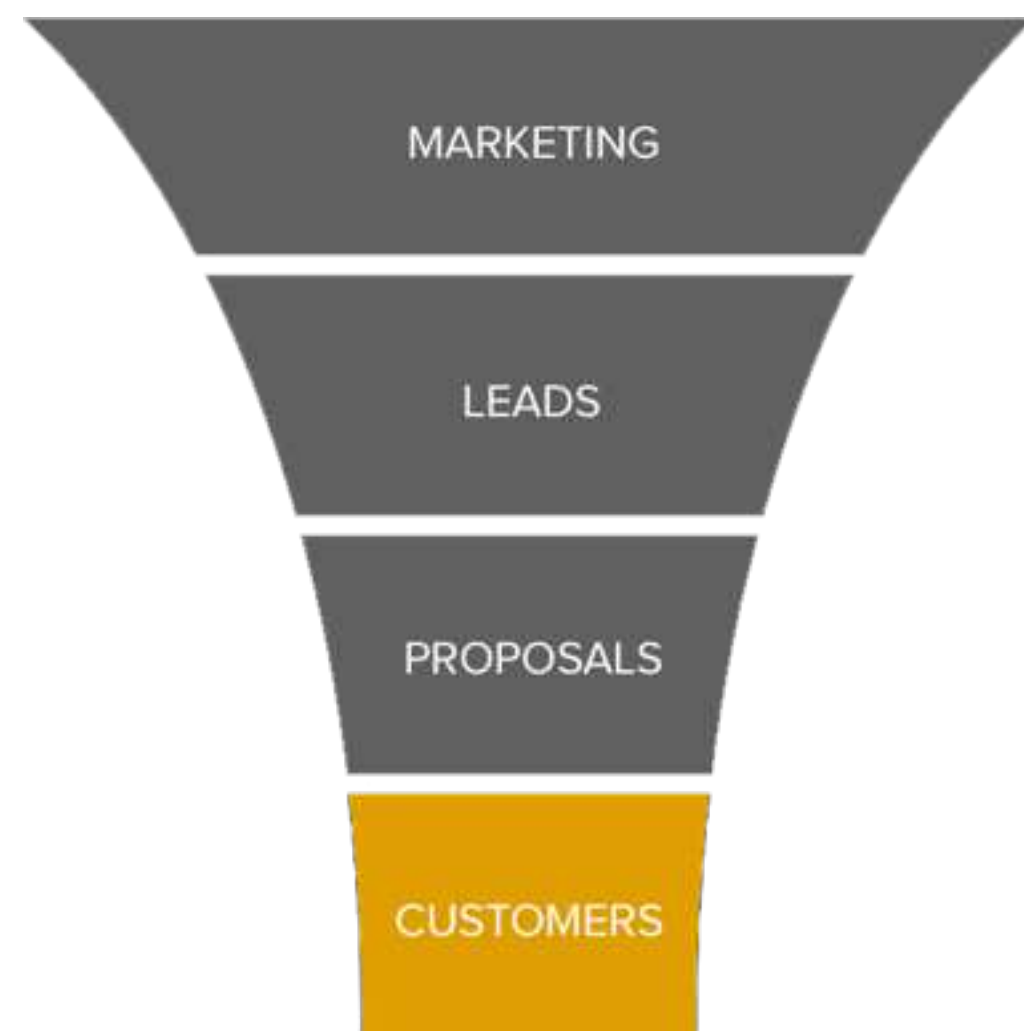


INTERNET MARKETING

The web has changed the approach that business owners must find their customers.

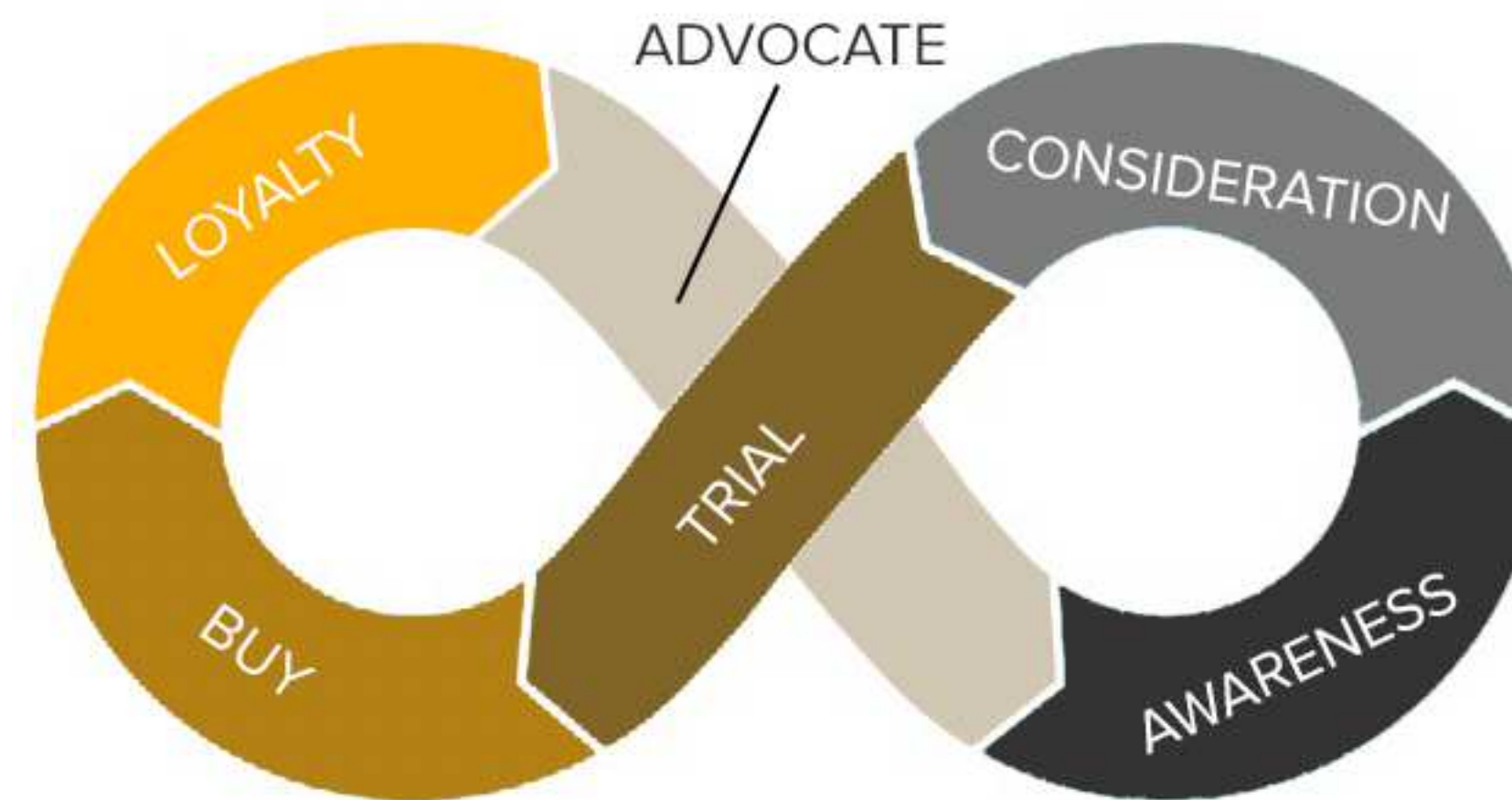
“SALES FUNNEL” **VS.** “CUSTOMER BUYING JOURNEY”

The current digital landscape has changed how customers interact with brands and make their purchasing decisions.



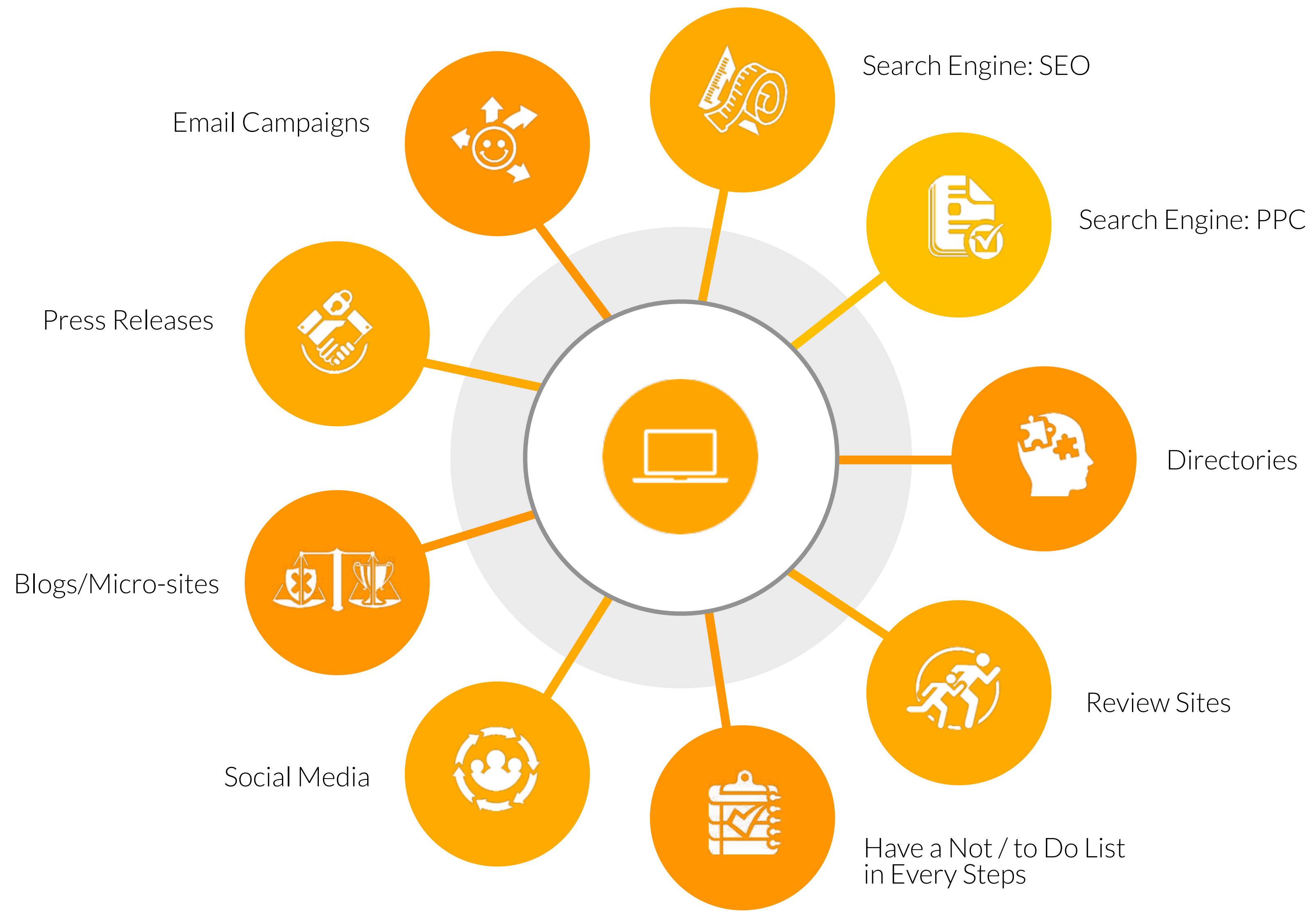
SALES FUNNEL

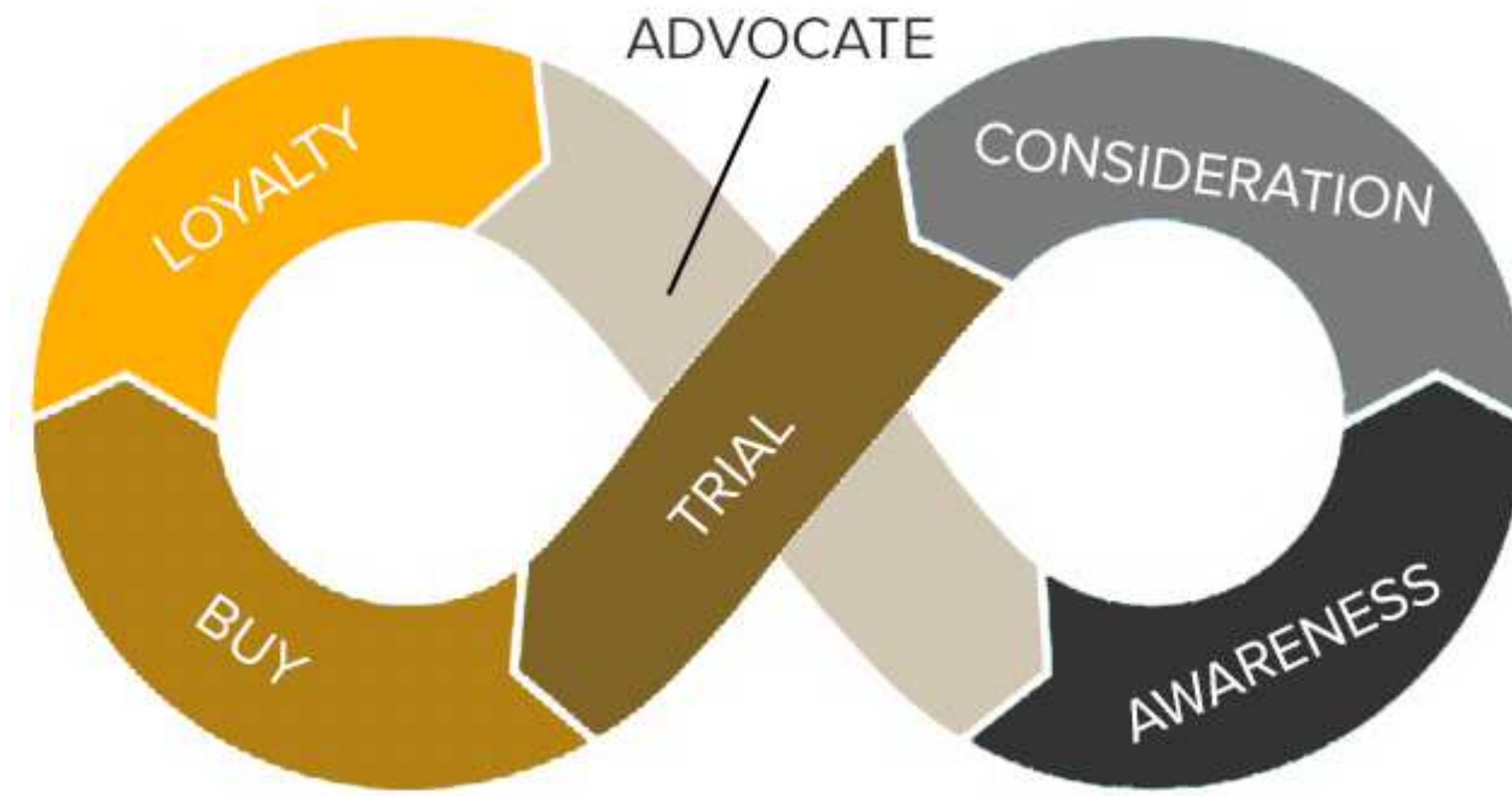
The old model for leads to customers.



CUSTOMER BUYING JOURNEY

The new model in the digital world.





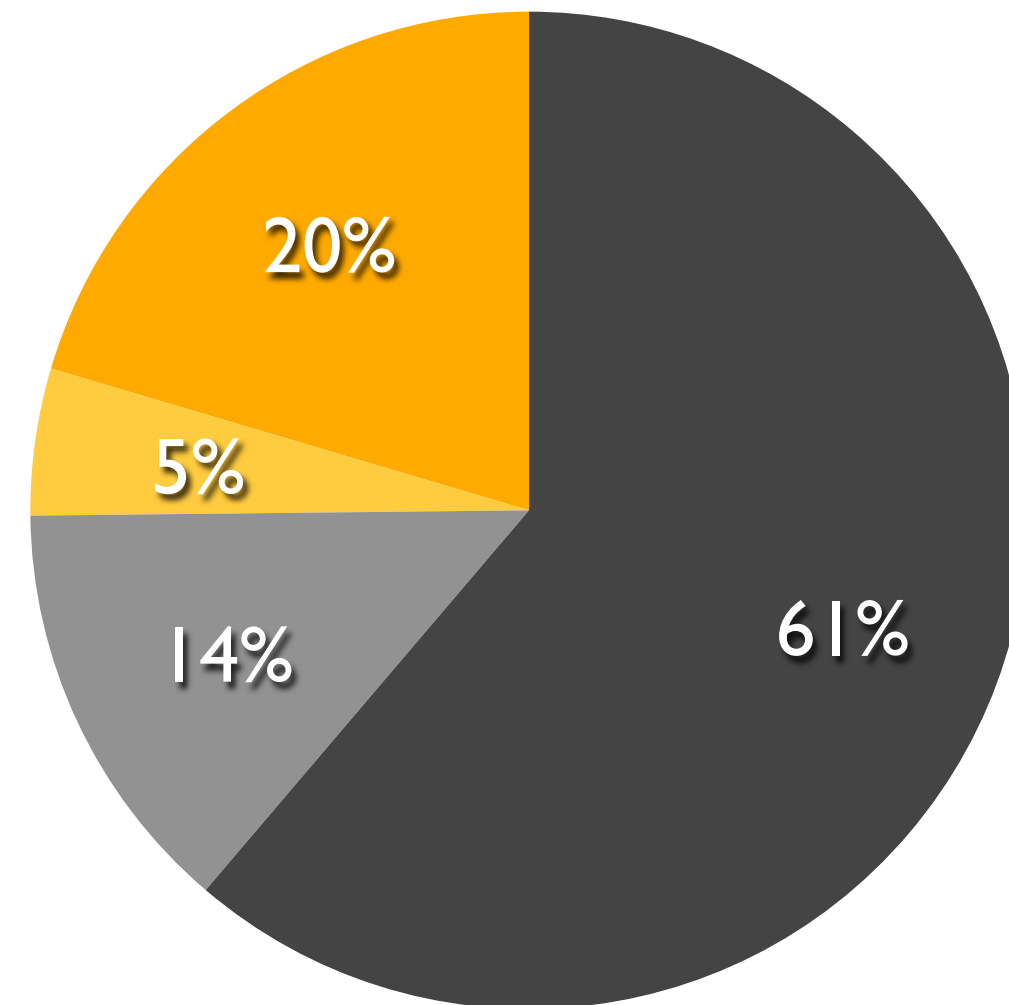
Customer Buying Journey	Recommended Digital Marketing	Social Media Approach
Awareness Stage	PPC, SEO, Social Media, Blogging	Ads, Promoted Posts, Fan Growth
Consideration Stage	PPC, SEO, Social Media, Email	Professional look, good impression
Trial Stage	Website	Link to offer on site
Buying Stage	Website, Review Sites	N.A.
Loyalty Stage	Website, Social Media, Review Sites	Connect on all social and Reviews
Advocate Stage	Social Media, Review Sites	Promote sharing and Reviews

BE WELL ROUNDED

Many business owners are looking for the one “golden egg” Internet Marketing service that will be “the answer to everything.”

DON'T DABBLE

Many business owners experiment from one service to the next with small budgets and little return.



- 1 “Organic” Search Engine Traffic
- 2 Referral Traffic
- 3 Paid Traffic
- 4 Social Media Traffic

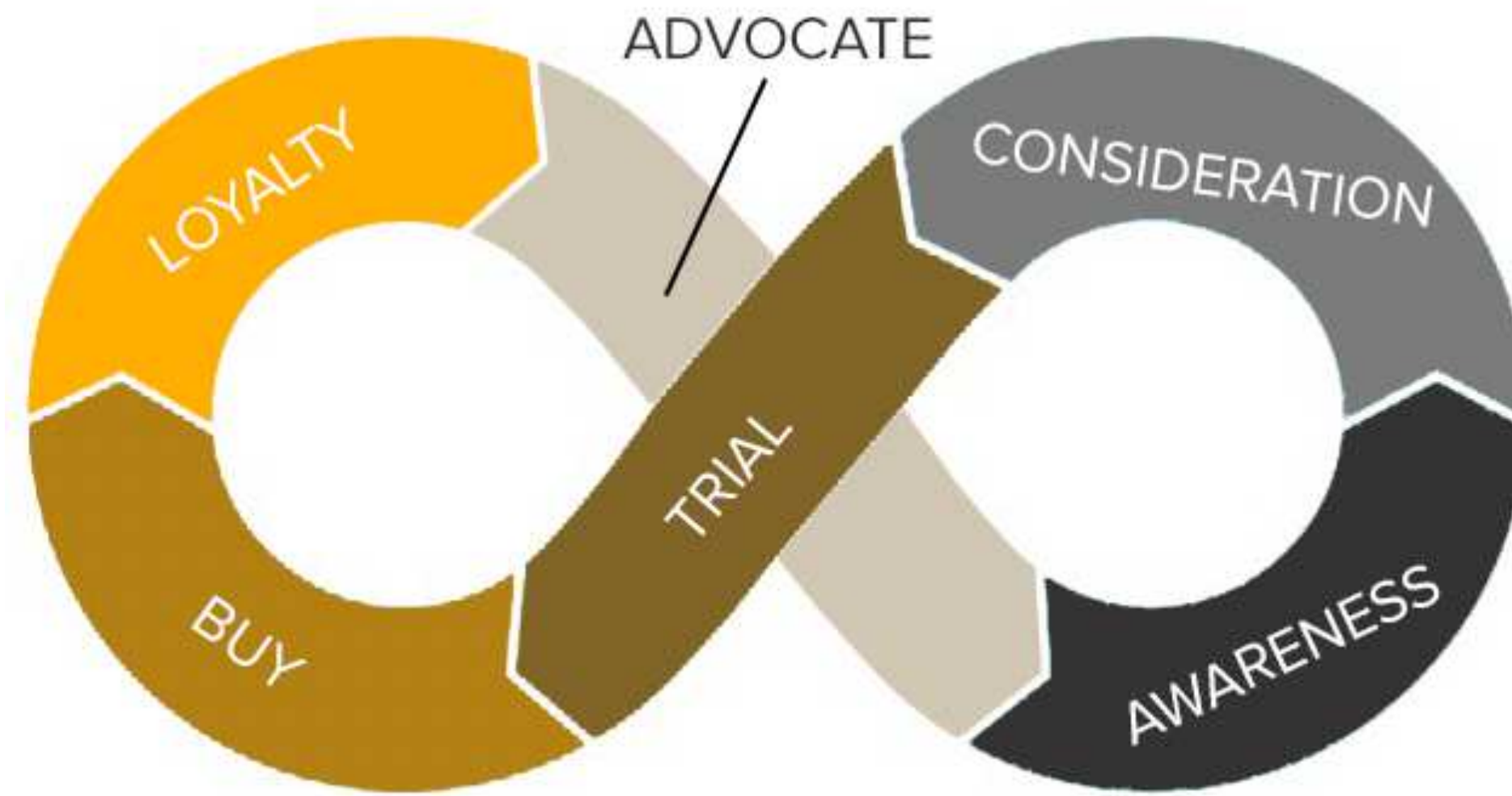
Example: Social Media affects Search Engine Traffic.

Example: Review Sites affect Search Engine Traffic.



SOCIAL MEDIA

Applying social media management approaches to the customer buying journey. Me and what army?!



Customer Buying Journey	Social Media Approach
Awareness Stage	Ads, Promoted Posts, Fan Growth, Groups, Videos
Consideration Stage	Professional look, good impression, lead to trial stage
Trial Stage	Link to offer on site and/or trackable phone number
Buying Stage	N.A.
Loyalty Stage	Connect on all social and review sites
Advocate Stage	Promote sharing and reviews

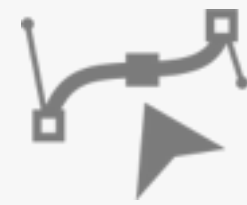
WHAT CAN YOU DO IN-HOUSE EFFECTIVELY?

An Internet Marketers job is never done, and one of the hardest steps is deciding where to start.



WHEN TO HIRE A **DIGITAL AGENCY**

When you are busy running your business, and the new office girl isn't cutting it...
Here is what you can expect:



PROFESSIONAL DESIGN

All social profiles and posts have a consistent branded look.



AD CAMPAIGNS

Ad managers are able to manage and optimize complex campaigns.



ANALYTICS & REPORTS

You must always reflect on what is working adjust.



REPUTATION MANAGEMENT

All social and review accounts are monitored and quickly responded to.



FAN GROWTH

Social media managers seek out your target audience and engage them.



COMPLEX CAMPAIGNS

Groups development, micro-brands, video series, social games.



Q&A

Anything I can answer for you?



FOLLOW UP WITH THAT GUY?

If you think of any questions or would like any further information, I can be reached in several ways:

1

IQUARIUSMEDIA.COM

You can find more information on services and work examples, as well as contact info.

2

GREG@IQUARIUSMEDIA.COM

I'm glued to this and respond quickly.

3

407-362-6503 X109

I always return calls promptly.

4

[HTTP://LOCALSCAN.IQUARIUSMEDIA.COM](http://LOCALSCAN.IQUARIUSMEDIA.COM)

Want to see how well your business is listed online? Run that scan... it's fun!