

Guerrilla Tactics For Marketing Your Business Online

Practical strategies for small to medium businesses to establish an effective online presence without breaking the bank.



The Challenge of Online Visibility

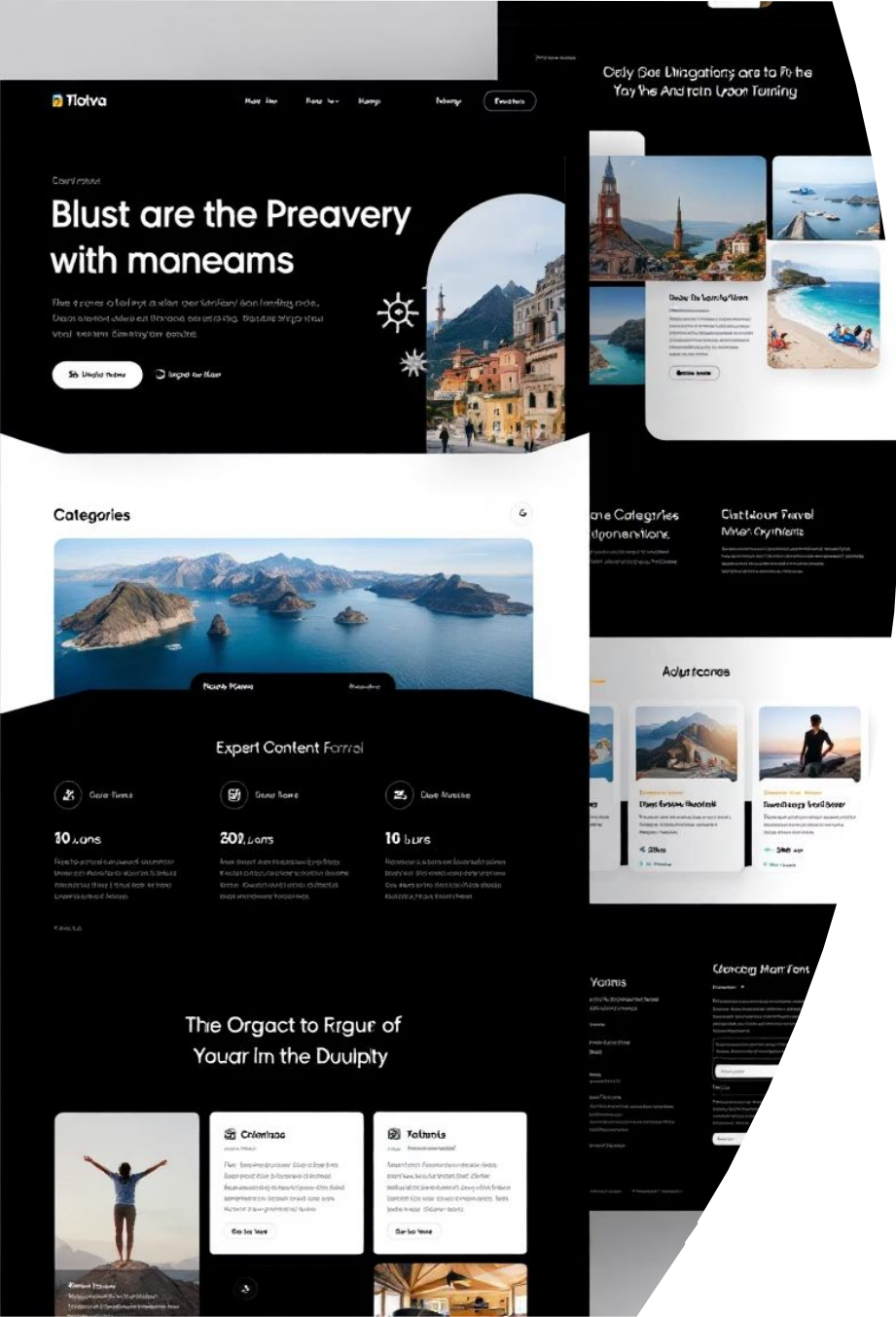
The Reality

A search for "travel" yields over 1.9 billion results, with users typically only viewing the first 10 results.

The Questions

- Where do I start?
- How will we ever be found?
- Is having a web presence worth pursuing?
- Is it possible to make money online?

Building a website won't put you into early retirement, but it's a valuable complementary marketing tool to your business.



Website Building Approaches

Option 1: Sales/Shopping Cart

Extremely tough for retail travel due to many variables. Companies like Booking.com and Expedia have spent millions to achieve success in this area.

Option 2: Vertical Portal (Recommended)

A niche portal organized around a specific product, industry, or topic area that pulls information and capabilities together under your company banner.

Advantages of a Vertical Portal

1 Establishes Credibility

Makes you seem helpful rather than money-hungry and establishes your credibility as an industry expert.

2 Creates "Sticky" Content

Provide compelling information that gives people a reason to return to your website again and again.

3 Complements Existing Business

Saves time by professionally answering common questions while promoting your products and services.

Remember: People come online to research rather than to buy. Turn their yearning for information into a yearning for your product.

Website Design Essentials

1

Simple Navigation

Consistent and intuitive design that makes finding information easy.

2

Fast Loading

Reduce graphic file sizes, specify dimensions in HTML, and limit the number of images used.

3

Real Contact Information

Include real phone numbers, names, and addresses to build trust and make it easy for clients to reach you.

4

Test Everything

Regularly test your site's functionality across different devices and browsers.

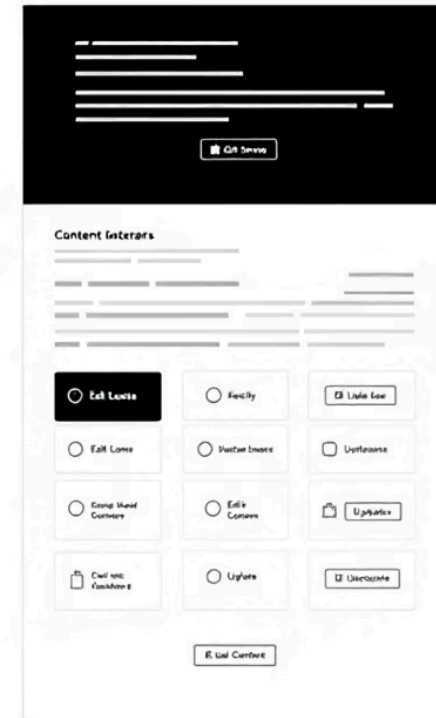
Static vs. Dynamic Websites

Static Websites

- Difficult and expensive to maintain
- Lacks power of instant updates
- Visitors won't return without new content

Dynamic Websites

- Easy to update with time-sensitive information
- Attracts repeat visits
- Makes updating almost automatic
- Better for businesses with frequent changes



Building Your Email List



Start With Existing Customers

Export contacts from your back office system. Research shows existing customers are 4-5 times more likely to buy from you.



Website Subscription

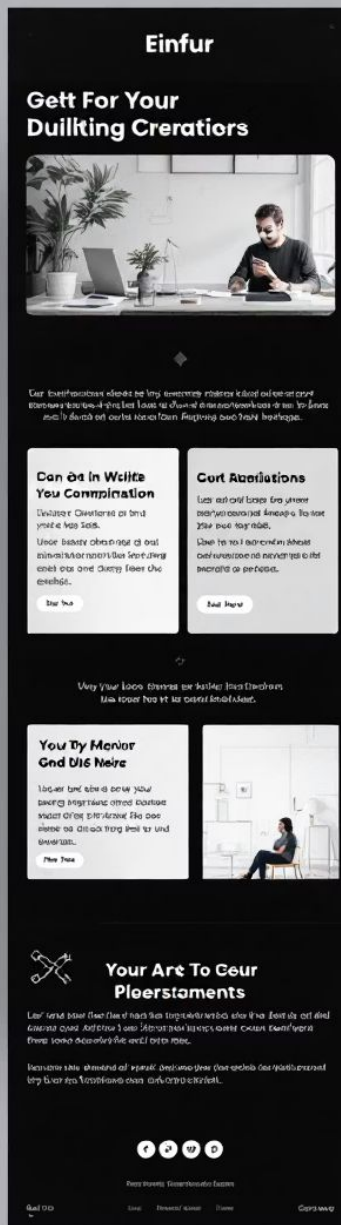
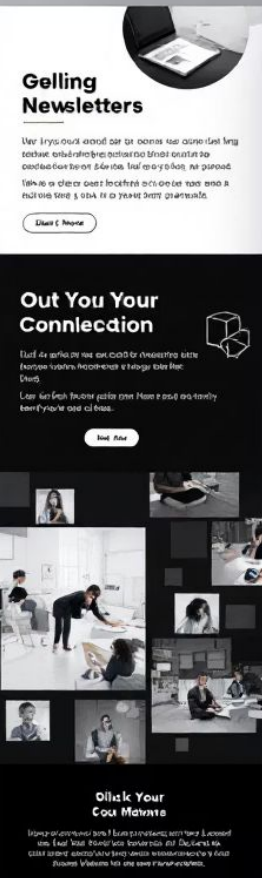
Add newsletter subscribe options to your website and encourage referrals through viral marketing.



Community Engagement

Participate in newsgroups, forums, and partner with clubs and organizations to offer members special benefits.

Always use opt-in methods and avoid rented lists or email harvesters, which are now illegal.



Effective Email Newsletters

Content Ideas

- Industry news and updates
- Special tips and promotions
- Product announcements
- Q&A from subscribers
- Surveys and feedback

Best Practices

- Contact customers every 21 days for maximum sales
- Personalize each email
- Create compelling subject lines
- Make content scannable with clear sections
- Always include a P.S. (many only read this)

Search Engine Optimization Basics



Quality Links

Google measures and ranks the number of links directed to your website. More authoritative sites linking to you improves ranking.



Strategic Keywords

Include specific and general terms, regional terms, variations, and even common misspellings of keywords relevant to your business.



Unique Content

Quality, original content is now the most important factor in search engine rankings. Avoid duplicate content.

For detailed SEO tips, visit: <http://www.itbyus.com/help> (Login: help)

Key Takeaways

Start Simple

Begin with a vertical portal that establishes your expertise and provides valuable information to visitors.

Build Relationships

Use newsletters and personalized communication to maintain contact with customers every 21 days.

Focus on Content

Create unique, quality content that answers customer questions and positions you as an industry expert.

