



*Program management
and client services*

Online Marketing Tactics that Work

(and Resources List)

Marty Silberstein
MS Marketing Services
510-530-5802
marty@msmarketingservices.com
www.MSMarketingServices.com

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Develop your best marketing practices

Trust & Respect (a two-way street)



- 1 Understand your customers – who are they?**
- 2 How do they want to be marketed to – where, when?**
- 3 Design an integrated marketing plan**
- 4 Maximize online marketing tools ~ develop a digital marketing strategy**
- 5 Create your best marketing practices. Determine success metrics, track results, test, revise, roll out ~ accountability**

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Marketing & Sales Activities

- Advertising (print, broadcast, radio, outdoor)
- Customer Relationship Mgmt. & Ongoing Marketing
- Database Marketing
- Direct Mail
- Events & Trade Shows

Internet - Online Marketing Tools

- Marketing Communications
- Marketing Research - Quantitative & Qualitative
- Promotions - Special offers, sales promotions, advertising specialties
- Public Relations
- Sales, Direct - Sales, Resellers/Distributors/VARs

- Advergaming
- Affiliate marketing
- Blogs - personal publishing, wikis – collaborative publishing
- Community - online
- eCommerce - products, services, paid content
- Email marketing
- Integrated campaigns (with print, broadcast)
- Internet advertising (banners, boxes, links, newsletter ads)
- Pay-per-click (PPC), Cost-per-click (CPC), Cost-per-acquisition or action (CPA), CPM – cost per 1,000 impressions
- Podcasts
- Portal strategy
- Promotions
- Research - Surveys
- RSS feeds (content distribution)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Sponsorships
- Viral Marketing
- Website
- Webinars

Your website: the cornerstone of your digital marketing strategy ~

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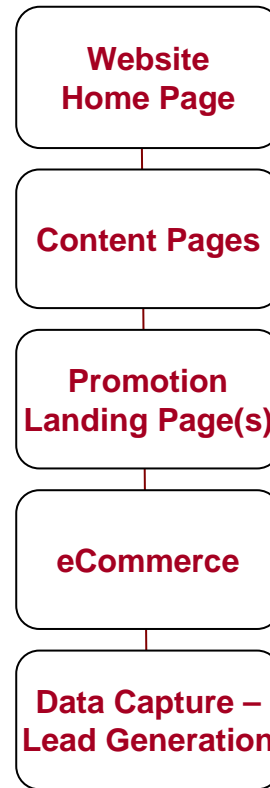
Search is a major driver, but not the only way to drive traffic to your site.

Traffic Drivers



Encourage engagement

Sample website activities:



- Opt-in Opportunities
- Forums, Community
- Online Classes
- Customized, personalized Assessments
- Auctions
- Classifieds
- Sponsorships
- Onsite Advertising
- Product Information
- Product Reviews
- Testimonials
- Dealer Locators
- RSS Feeds



Qualification, Sales & CRM (Customer Relationship Mgmt.)
Establish a two-way relationship with customers



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Resources: marketing, media, online

AdAge www.adage.com
Advertising Research Foundation
www.arfsite.org
American Marketing Association
www.marketingpower.com
American Association of Advertising Agencies www.aaaa.org
Apple itunes www.apple.com/itunes/ -
podcasting
Arbitron www.arbitron.com
Association of National Advertisers
www.ana.net
Audit Bureau of Circulations
www.accessabc.com
Bloglines <http://www.bloglines.com/>
“**Bobby**” <http://webxact.watchfire.com/> -
tests quality, accessibility, and privacy of sites
ClickZ.com www.clickz.com
comScore www.comscore.com
Direct Marketing Association www.the-dma.org
Direct Magazine www.directmag.com
DM News www.dmnews.com
EMarketer www.emarketer.com
Interactive Advertising Bureau www.iab.net

Marketing Sherpa www.marketingsherpa.com
Media Life Magazine www.medialifemagazine.com
Media Week www.mediaweek.com
Media Post www.mediapost.com
Media Rating Council www.mrc.htsp.com
Nielsen Media Research www.nielsenmedia.com
Nielsen//Net Ratings www.nielsen-netratings.com
Outdoor Advertising Association of America
www.oaaa.org
Pew Internet & American Life
www.pewinternet.org
Promo Magazine www.promomagazine.com
Promotion Marketing Association
www.pmalink.org
SearchEngineWatch
www.searchenginewatch.com
Search Engine Guide
www.searchengineguide.com
Technology Marketing
www.technologymarketing.com
Technorati www.technorati.com/ -” the authority on
what's going on in the world of weblogs”
Wikipedia www.wikipedia.org/

Books

Search Engine Visibility, Shari Thurow

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