

Online Marketing

There are many ways to drive traffic to your website or online store such as using traditional marketing events, fliers, radio and TV advertising, or local newspaper advertisement. There are also many ways you can do it online which are usually more cost efficient than the traditional advertising. Here are some examples you can consider when evaluating online marketing opportunities:

1. Free or Unpaid Application

There are many free sites or online tools available to create your brand awareness or even drive traffic to your website such as email campaign or utilizing social media.

a. MailChimp

MailChimp is a user-friendly email service provider (ESP) which helps the users to become connected to your email notification or newsletter. It enables users to send bulk emails to many people at a single time and manages the users email list. It offers tools such as manage subscriber lists, build email campaigns, and review campaign reports to help tract effectiveness of email campaigns. Its web-based service makes MailChimp very accessible to anyone with internet access.

b. Pinterest

Pinterest is a web and mobile application company that operates a photo sharing website. It is popular for business purposes because it offers native advertising in which form and function serve as the search term as opposed to paid advertisement.

c. Social Media

You can always create business account on each social media site such as Facebook, Instagram, Tweet, LinkedIn, etc. With that account, you are indirectly creating more brand awareness to the public. The more posts you have the better; however, having the right content is more important than the frequency. Make sure your content is attempting to educating people, not merely selling your products, as this can help you increase your audiences.

d. Online Marketplace

Each online marketplace can help to create brand awareness, they do this by offering a limited number of free listings. However, there are typically fees incurred for each transaction using its platform. The greater amount of listings, the greater brand awareness your products will receive. Imagine that your brand is available in large chain stores, a consumer is more likely to purchase a brand they recognize. However, you need to have passion in managing your marketplace, because mismanagement of your site can be more detrimental than only having a few listings. To do this, follow a few simple rules:

- Make sure you have the products available and ready to be shipped.
- Know your capacity, you can always start small and grow slowly

Here are some top online marketplaces that you should consider:

- Amazon: a showroom for all products with the exception of automotive.
- EBay: A popular online auction site which allows for all sales, including real estate. Famous especially for online auction which is not limited to big items such as automotive (motorcycle, or cars), parts and even real estates.
- Etsy: A design market place specifically designed for homemade items, vintages and jewelry or accessories

e. Search Engine Optimization

The search industry is a critical component to your success. Search engines are web-based programs that index the Web and allow people to find what they are looking for. These search engines crawl and index key words found on webpages and documents contained inside those webpages. They then process user queries and return ranked results from the index. SEO's allow you to pay fees to make your keywords be shown at the top of the search engine results page.

There are several ways you can optimize the organic search, such as:

- define your target market
- find the right keywords or phrases that describe your business. Make sure these keywords are in the many locations on your site as possible.
- try to create backlinks, which are when another website links to your website. These benefit you as many as possible because each backlink is like a personal vote for your website. The more the backlinks is the better organic rankings you can achieve.

2. Paid Online ads

Similar to other paid advertisements, online ads help to promote your business or brand as well. However, the difference is that online ads allow you to set up your own budget and it can be more targeted as compared to the traditional advertising.

Today you can place ads in all online platforms such as Facebook, Instagram, Pinterest, Google, and etc. The steps are usually simple, you just need to set up a campaign defining your goals, determine your budget (cost per action and targets), write the content, test and optimize. It is recommended to start with a small amount to begin a campaign so you can measure benefits and determine next steps before you spending additional dollars.

Forms of Online Advertising:

- Display ads
- Paid search engine advertising
- Sponsorships
- Referrals (affiliate relationship marketing)
- Social network advertising
- Mobile Website
- Mobile App ads
- Blog or Game Advertising

Paying for Digital Advertising:

- *Cost per impression (CPI/CPM)* – advertiser pays each time the advertisement appears on the publisher’s page
- *Cost per click (CPC)* – advertiser only pays when their advertisement is clicked on by an interested party
- *Cost per acquisition (CPA)* – advertiser only pays when an advertisement delivers an acquisition
 - o *Click through rate (CTR)* - % of people exposed to an online ad who actually click on the ad
- *Flat Rate* – owners of lower-traffic sites sell banner space at a fixed cost per month regardless of the amount of traffic or impressions