

Battle Plan: Multilateral Online Marketing

Learn How to Lower Marketing Costs and Increase Market Share

In today's rough economy, at the moment in time someone is searching for what you offer, how fiercely are you competing to be found?

You've got to pull out all of the stops to stay ahead of the competition or survive at all.

Are you really doing everything you possibly can to keep your business from shrinking?

Online marketing options each bring firepower, but you've got to avoid the mistake of treating each discipline as a silo. Coordinate your efforts, look for efficiencies and effectively track your increased leads and sales.

We're taking no prisoners with our Battle Plan, a multilateral online marketing program designed to lower marketing costs and increase market share.

How does this many-sided program really work? It's a matter of having the right teams, right attitudes and a common interest in sharing strategies, creative marketing materials and data.

You must leverage the synergies that becomes apparent when you harness the best of web marketing, including:

- Search engine optimization
- Paid search (pay-per-click)
- Calls to Action
- Phone call tracking (unique numbers for your website)
- Online PR
- Link-building
- Social media
- Reputation monitoring
- Banner advertising
- Online video
- Opt-in email marketing

When all of the above are coordinated around common keywords and goals (visitors, conversions to leads/customers and revenue), victory and success is the likely result.

The timing is critical. Unfortunately, the stock market is taking a beating, businesses are closing plants and stores, and thousands of workers are losing their jobs and homes.

So how do you stay in the game? How do you fight to win the marketing war and remain profitable in these dark recession days?

Battle Plan: Multilateral Online Marketing – Fathom SEO

At a minimum, don't make the mistake of drastically cutting all marketing budgets – like hiding in fox holes. Studies have shown that companies that keep marketing during downturns grow four times faster than businesses that just quit.

As Joelle Gropper Kaufman recently put it at MediaPost, “Savvy marketers realize that it is *because* many marketers cut advertising spending during a recession that a recession is the best and least expensive time to gain market share through advertising.”*

It would be wise to use limited marketing resources more intelligently and to ensure that they measurably contribute to the health of the business. To make this work, you really need a unified Battle Plan with a well-timed emphasis on the heavy artillery.

Whether you're working in-house or for an agency, it requires a deft touch and considerable planning. The best results are possible only when everyone's on the same page, and the best ideas get maximum input from every online marketing service you have mastered.

Here are key ways your business can embrace a Battle Plan:

Put your best forces in motion

Create a bigger sales impact sooner by quickly activating paid search, organic search and link-building along with banner ads, online video and e-mail marketing. Orient all these activities around strategic keywords and corporate goals for increasing sales on critical products and services.

Save time and expense

Shared reports and frequent, fast-paced meetings will be the order of the day. You can quickly save time – and not get caught up with silos and ineffective plans. Put fresh ideas in place across multiple programs that collectively drive more traffic. In-house teams can avoid extra costs by tapping existing personnel. Agencies should be able to charge less by bundling services.

Don't let anything sit idle

SEO, for example, may take longer to kick in for high rankings, but a flurry of activity on other fronts can pique search engines' interest in a website and attract traffic while influencing organic ranking results. Provide preliminary optimization while solving technical website hurdles. Roll out landing pages right away. You can always revise them based on their performance and insights gleaned from other programs that reflect the same mission. Test, measure and adjust – just on a grander scale than normal.

Constantly survey the land and compare intelligence, data

See how new visitors are responding to the site and get the data in the hands of everyone involved – everything from keywords and referral sources to bounce rates and conversions. Cooperating as a team is the best way to achieve outstanding results. Be decisive. Good ideas get repeated. Risky or inferior plans are left behind if they don't support the common purpose.

<http://www.fathomseo.com/battleplan/>

Share creative

Ad copy that works well with PPC may be a great candidate for SEO meta descriptions you're writing. Or, the description you use on a video-sharing site may have just the right ring to it and work well with an email campaign, SEO, banner ads, link-building or PPC.

Adjust your strategy

You may have targeted keywords for a PPC effort, but SEO specialists may identify and pass along search terms that could perform well with existing PPC campaigns and new sets of custom landing pages. Similarly, conversion data can suggest that a keyword or phrase is worth chasing with on-site SEO efforts and/or anchor text in link-building initiatives. Or, your on-site video lead form may work well on another page that your banner campaign targets.

Create and re-use Calls to Action

You can save money and target the best conversion opportunities by carefully planting Calls to Action like "Make an Appointment" and "Download Our Case Study." Through a coordinated plan, you can easily adapt each for use somewhere else. Your email campaign may become an ideal PPC landing page. Or it could be modified for SEO. Distinguish one phone number from another in your campaigns, and support your efforts across the board with call tracking.

Anchor your attacks with email marketing

Keep close tabs on your traffic – regardless of how it got there. With a fluid, cross-program process, you can formalize a schedule to consistently stay in touch with your prospects as well as your coveted customers. A well-timed, coordinated email effort is often overlooked.

Cultivate teams

Before you ask and expect everyone to cooperate, make sure they get along by promoting social events, staff meetings, contests, cross-training workshops and other programs that emphasize teamwork.

Nail down processes

Yes, it can be tedious, but you're better off in the long run if everyone follows the same system.

Achieve excellence

It's not always easy to define quality, but you need to always provide outstanding service in each area. Our Battle Plan would suffer a great deal if one service dropped the ball. In the military, ground troops would be more at risk without air support.

Name a central project manager

An effective project manager can bring all of the players together and make sure they're all working well together. He or she should be able to spot the first signs of trouble – and address that situation before it does much damage.

Follow through

You have to find ways to stay in touch with prospects. With an all-out attack, you're going to get leads and sales. What will you do next? We've seen great results with an opt-in e-mail marketing system. Develop clear e-mail messages and send them based on scheduled dates, such as 10, 30 or 60 days after you get a lead.

We've figured out how to deploy a Battle Plan to get the most of each marketing specialty. What collective measures are you taking to make sure your company can survive?

*http://www.mediapost.com/publications/index.cfm?fa=Articles.showArticle&art_aid=89326&passFuseAction=PublicationsSearch.showSearchReslts&art_searched=marketing%20budgets%20and%20recession&page_number=2

Battle Plan: Multilateral Online Marketing

Fathom SEO created the "Battle Plan" to lower marketing costs and increase market share using a coordinated "Land, Sea and Air" attack. The plan leverages your website, paid and organic search, Internet video, onsite lead conversion tools and follow-up email marketing.

All of these services would be coordinated around gaining ground on the most strategic keywords and phrases, searched the most frequently at the moment of time a prospect is looking for your particular products and services.

The coordination of multiple branches of our services creates the opportunity for reduction in costs, improved results for strategic keyword objectives, greater traffic with increased lead conversions and finally, automated follow-up to leads with email marketing campaigns all in one low-cost package using one leading vendor.

- ★ Comprehensive online marketing program
- ★ Lower marketing costs and increase market share
- ★ Immediate results and measurable ROAS
- ★ Greater traffic with increased lead conversions
- ★ All in one low-cost package

Learn more: www.fathomseo.com/battleplan

Or call: 216.369.2220 or 866.RANK.YOU (726.5968)

About Fathom SEO

Fathom SEO, based in Cleveland, Ohio, is a leader in ethical search engine marketing, including Search Engine Optimization and Online PR/Link Building, Pay-Per-Click Management, Internet Video Production and Marketing, Banner Advertising, and Opt-in Email Marketing. We turn websites into sales machines.

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Battle Plan: Multilateral Online Marketing – Fathom SEO

We have more than 12 years of experience, working with B2B and B2C clients across dozens of industries. In fact, *Advertising Age* magazine has named Fathom SEO among the top 20 search engine marketing agencies.

Our diverse team of online marketing specialists has expertise in business management, marketing, email, programming, copywriting, video, social media, and other disciplines. They handle more than 250 clients, including Eaton Corp., FedEx Custom Critical, Bissell, Mead, Cub Cadet and Cleveland Clinic.

Fathom SEO has produced a series of popular industry guides and special reports, including white papers on search engine marketing and studies on how health care companies and manufacturers use SEO.

Authors

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Fathom SEO Named Among
Top 20 Search Engine
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↑TOPSEOs

Independent Authority on Search Vendors



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