
PRSA Meeting

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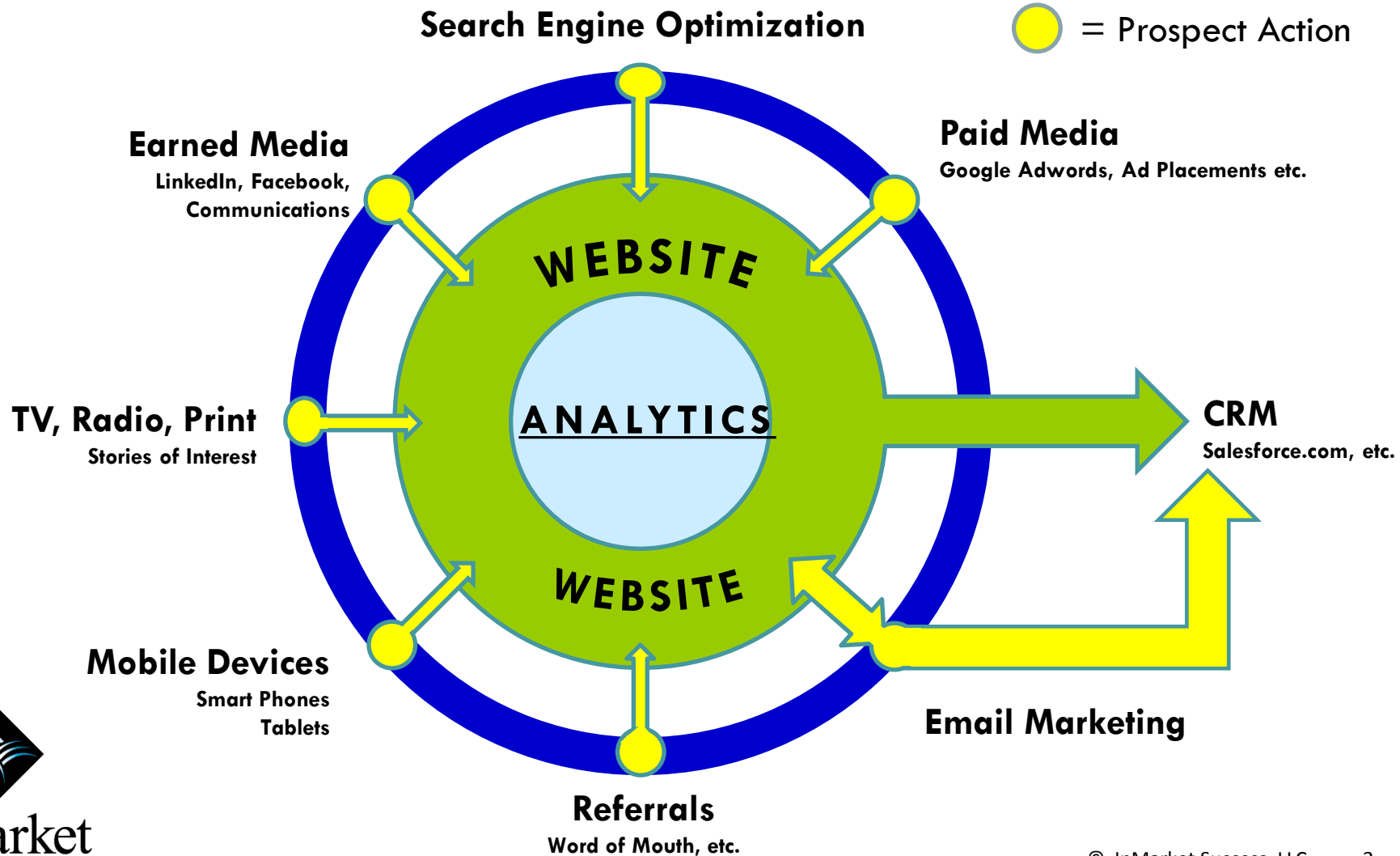


InMarket
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What I Do

- ◆ I help businesses thrive online
 - ◇ Build marketing programs that can be measured for success
 - Websites that drive revenue and leads
 - Optimization to improve existing sites
 - Content development that supports search engine results
 - Communications to drive website rankings
 - Social media marketing
 - ◇ Analyze business through the eyes of search engines
 - Ecommerce or lead generation
 - ◇ Build on-site and off-site marketing programs
- ◆ “Earned Media” focus
 - ◇ Drive visibility without advertising
 - ◇ Drive website rankings, resulting in more clickthroughs, resulting in higher revenues

Marketing Ecosystem



Approach to Communications

- ◆ Will the communication result in behavior that we want
 - ◇ Drive people to the website
 - Help boost search engine rankings for the company
 - ◇ Drive people to the product we're highlighting
 - Make sales, get a sign up, get a lead, fill out an application
- ◆ How will we measure the success of the communication?
- ◆ Can we put a dollar value on people reading our communications?



Successful Communications Tips

- ◆ Think about the web – don't write exclusively **for** the web
 - ◇ Perform **Keyword Research** using Google Keyword Planner
 - ◇ Position keywords within the article and include one or two links back to the website
 - Not just the home page – to **landing pages** that are relevant
- ◆ Get a baseline in analytics, and setup goals to measure results
- ◆ What is the value (actual dollars) of the communication?
 - ◇ + Content that drives potential customers to the site
 - ◇ + Establish a \$\$ value to a white paper download
- ◆ Unique Landing pages
- ◆ Reporting!!!!



Attribution

- ◆ Communications should be driving results that can be measured
- ◆ Tracking of results requires minimal set up/tagging within analytics programs
- ◆ Set up monthly reports to track your success measures
 - ◇ Activities that drive website rankings for specific keywords
 - Links – from online social media, bloggers, vendors, institutions
 - Blog mentions – especially for white papers or educational content
 - Social media mentions, “likes,” hashtag activities
 - Traffic after campaign – branded vs non-branded
 - ◇ Activities on the website that ultimately drive revenues
 - Clickthroughs – from online or tagged offline articles
 - Downloads, forms completes, applications
 - ◇ Movement against competition



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