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# PRSA Meeting

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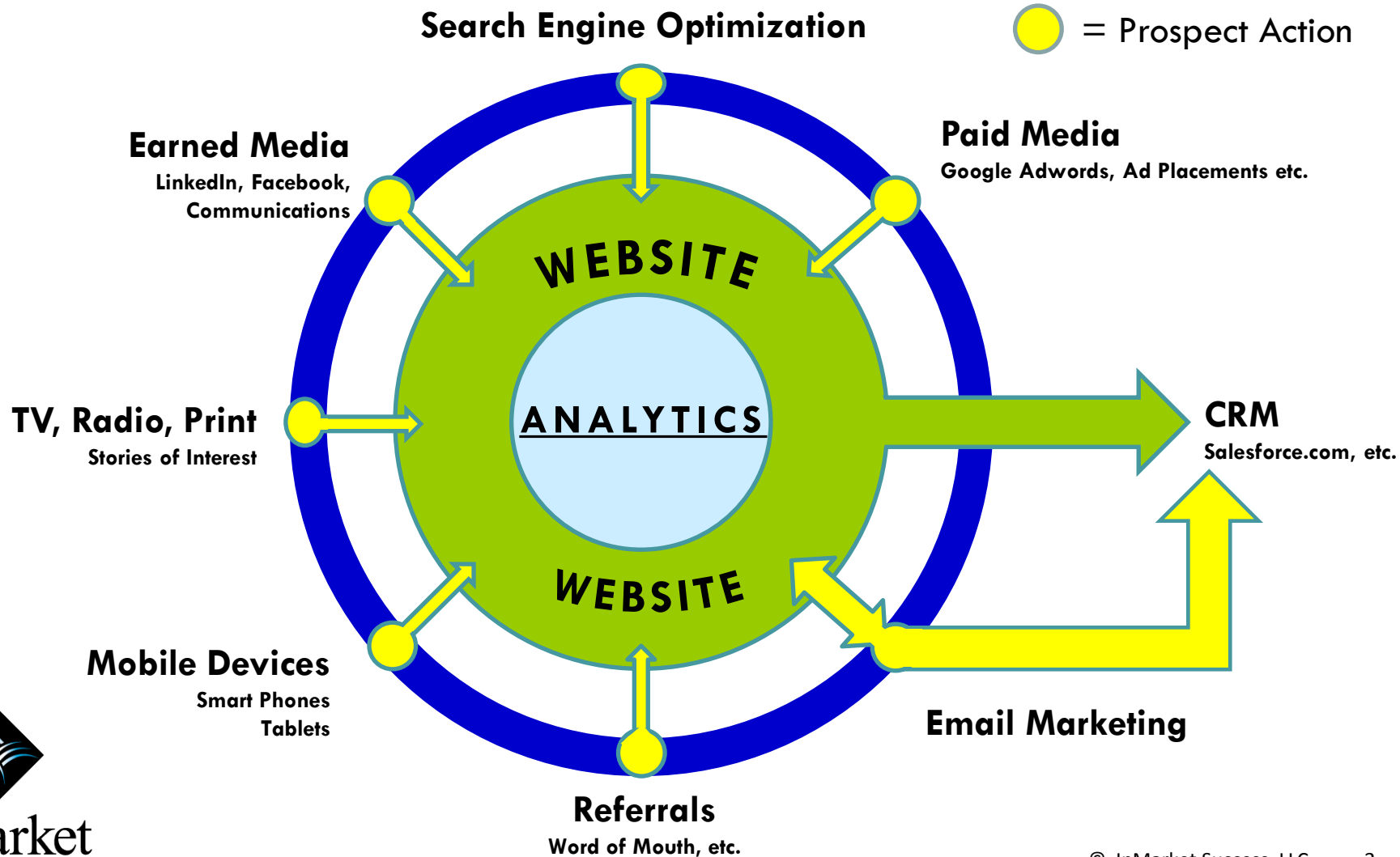
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# What I Do

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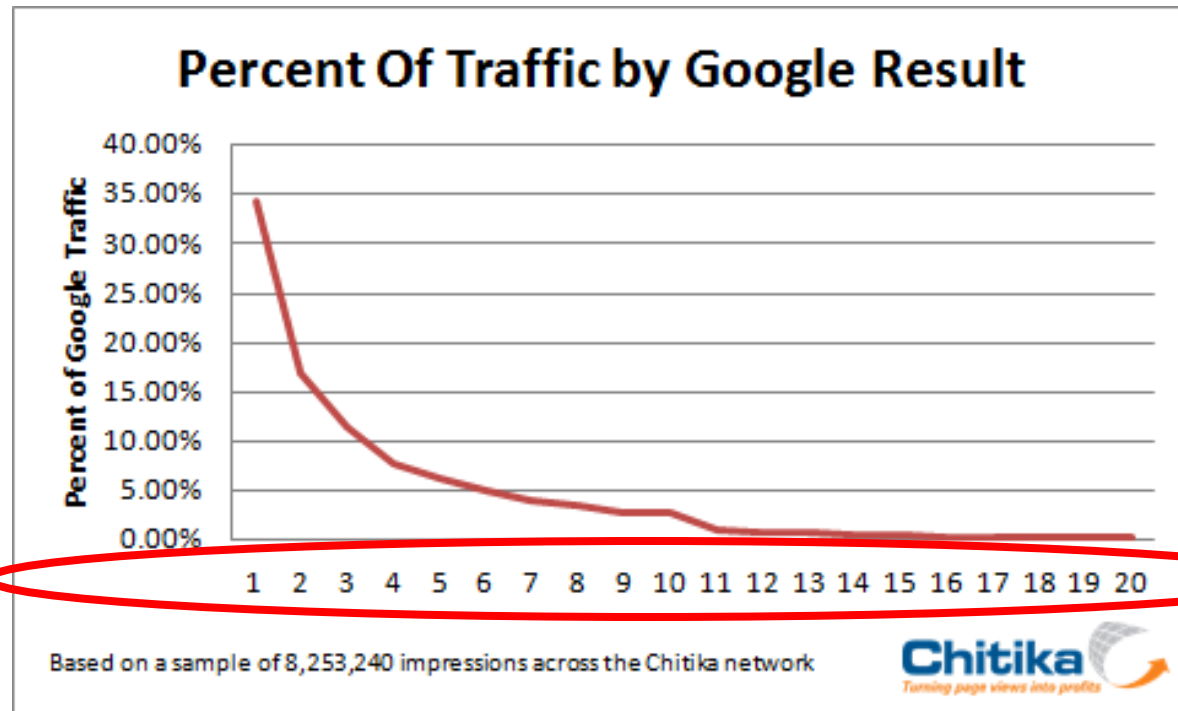
- ◆ I help businesses thrive online
  - ◇ Build marketing programs that can be measured for success
    - Websites that drive revenue and leads
    - Optimization to improve existing sites
    - Content development that supports search engine results
    - Communications to drive website rankings
    - 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



# Click Through Rates by Position

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**If you are below Page 1 in Google (position 10 of the first page of results) the click through rate is less than 1%**



# Approach to Communications

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- ◆ 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

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- ◆ 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

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- ◆ 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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