Marketing Time

or rather Online Marketing Time

or even better Digital Marketing Time ,-)

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Kentico

What will we talk about

- Market
- Marketing abouts
- Business decision making – What, How For Whom
- Marketing Process
- General Marketing Disciplines
- Online Marketing
  - Social Media
  - AdWords
  - PR - Blogs - Forums
  - SEO & Content Marketing
  - Display
  - Email Marketing
  - Analytics and Research
- Key Takeaways

Market[ing]

Market[ing]

Hi! Sign in or register | Daily Deals | Sell | Help & Contact

My eBay

ebay Shop by category

iphone 4s

Cell Phones & Smart...

Search

Advanced

Related: iphone 5 iphone 4s unlocked iphone 4s verizon iphone 4s att iphone 3gs samsung galaxy s3 iphone 4s sprint iphone 5 unloc...

Include description

Categories

Cell Phones & Accessories

Cell Phones & Smartphones

Features see all

- 3G Data Capable (2,903)
- Bluetooth Enabled (3,333)
- GPS (3,209)
- Internet Browser (3,225)
- Music Player (3,238)
- Speakerphone (3,323)
- Touchscreen (3,292)
- Wi-Fi Capable (3,268)

Style see all

Contract see all

Condition see all

- New (127)
- New other (see details) (160)
- Manufacturer refurbished (45)
- Seller refurbished (138)
- Used (5,732)
- For parts or not working (832)

All Listings | Auction | Buy It Now

Sort: Best Match View:

7,034 results for **iphone 4s** Follow this search

iPhone 4s

Compare iPhone models

Carrier

All Carriers

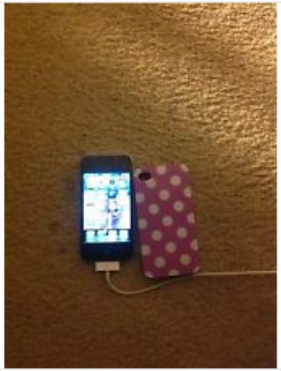
About Unlocked Phones

Storage Capacity

16 GB 32 GB 64 GB

Color

Clear all refinements Update Results



Apple iPhone 4s - 16GB - Black (Verizon) Smartphone

2,238.14 CZK

3 bids

2h left (Today 11:23AM)

Customs services and international tracking provided

Market[ing]

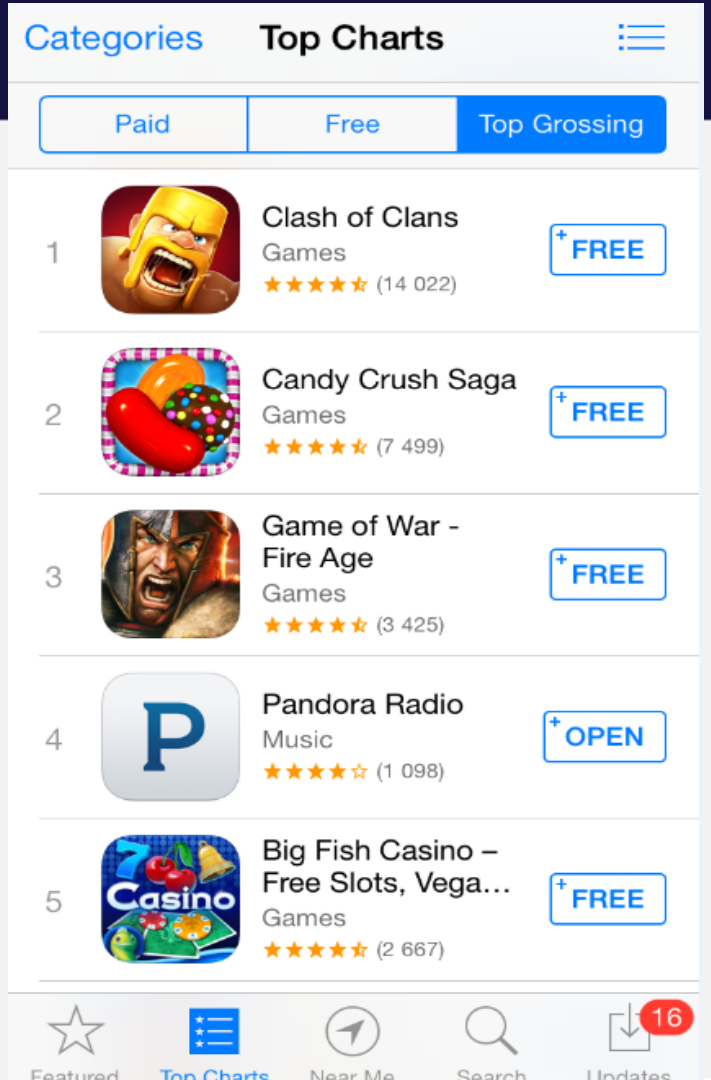
iPhone 4S Purble 16GB Unlocked faulty not charging

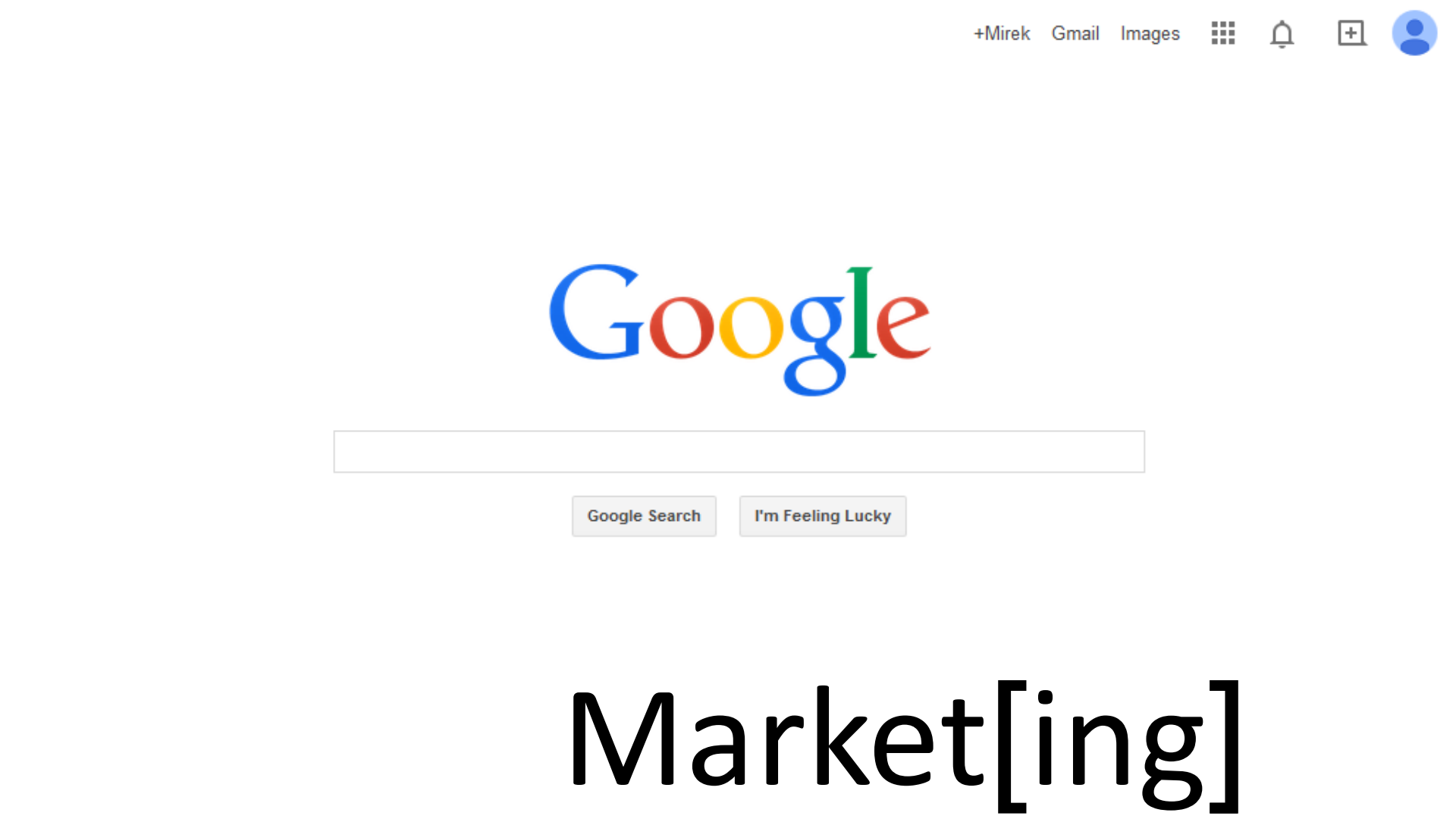
NOW YOU CAN FILE A CLAIM FOR **UP TO 30 DAYS AFTER DELIVERY**

With **MONEY BACK GUARANTEE** your purchase is protected

ebay MONEY BACK GUARANTEE

9:20
LIFESTYLE
top free new+
Amazon Mobile
AMZN Mobile LLC
free
1372 ratings
Allrecipes
ALLRECIPES.COM, INC.
free
1095 ratings
eBay
eBay Inc.
free
1332 ratings
Newegg
NewEgg INC.
free
569 ratings
Tip Calculator
Smile Products
free
664 ratings
Discount Calculator


Categories
Top Charts
Paid
Free
Top Grossing
1
Clash of Clans
Games
(14 022)
FREE
2
Candy Crush Saga
Games
(7 499)
FREE
3
Game of War - Fire Age
Games
(3 425)
FREE
4
Pandora Radio
Music
(1 098)
OPEN
5
Big Fish Casino – Free Slots, Vega…
Games
(2 667)
FREE
16
Featured
Top Charts
Near Me
Search
Updates



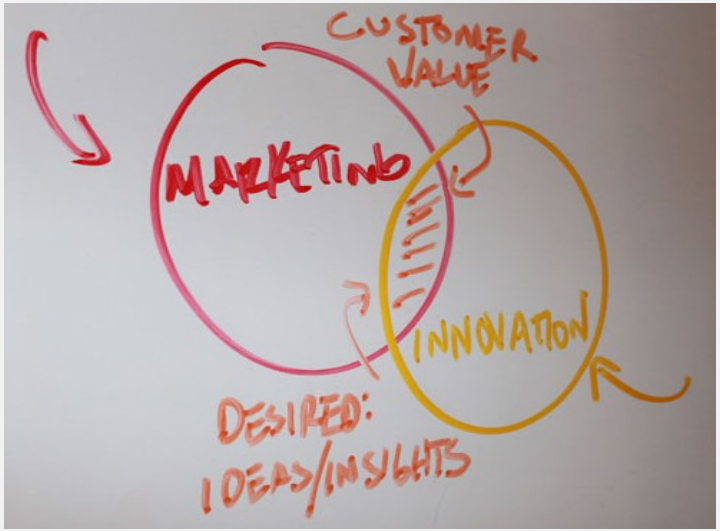
Market[ing]

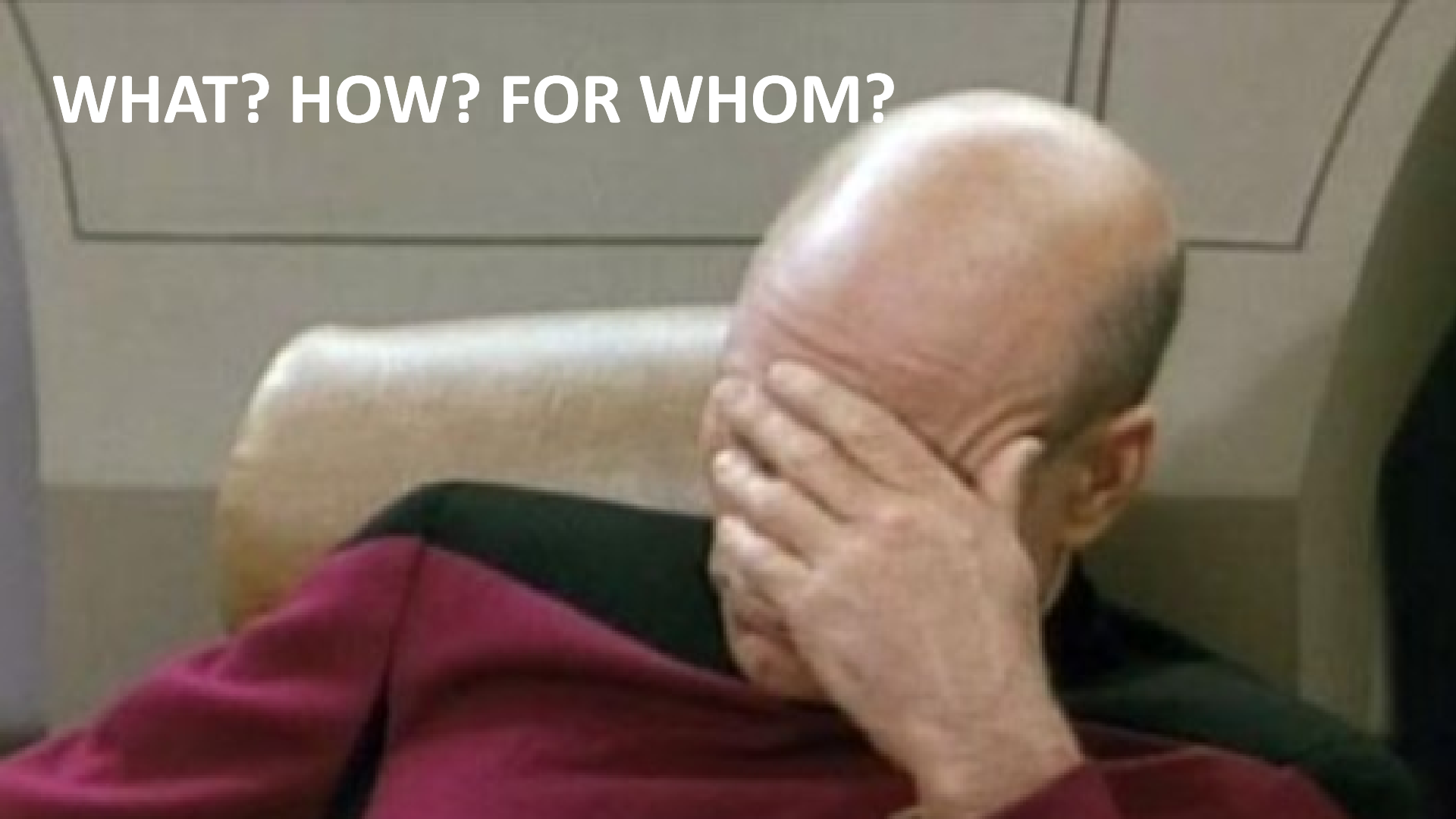
Market[ing]

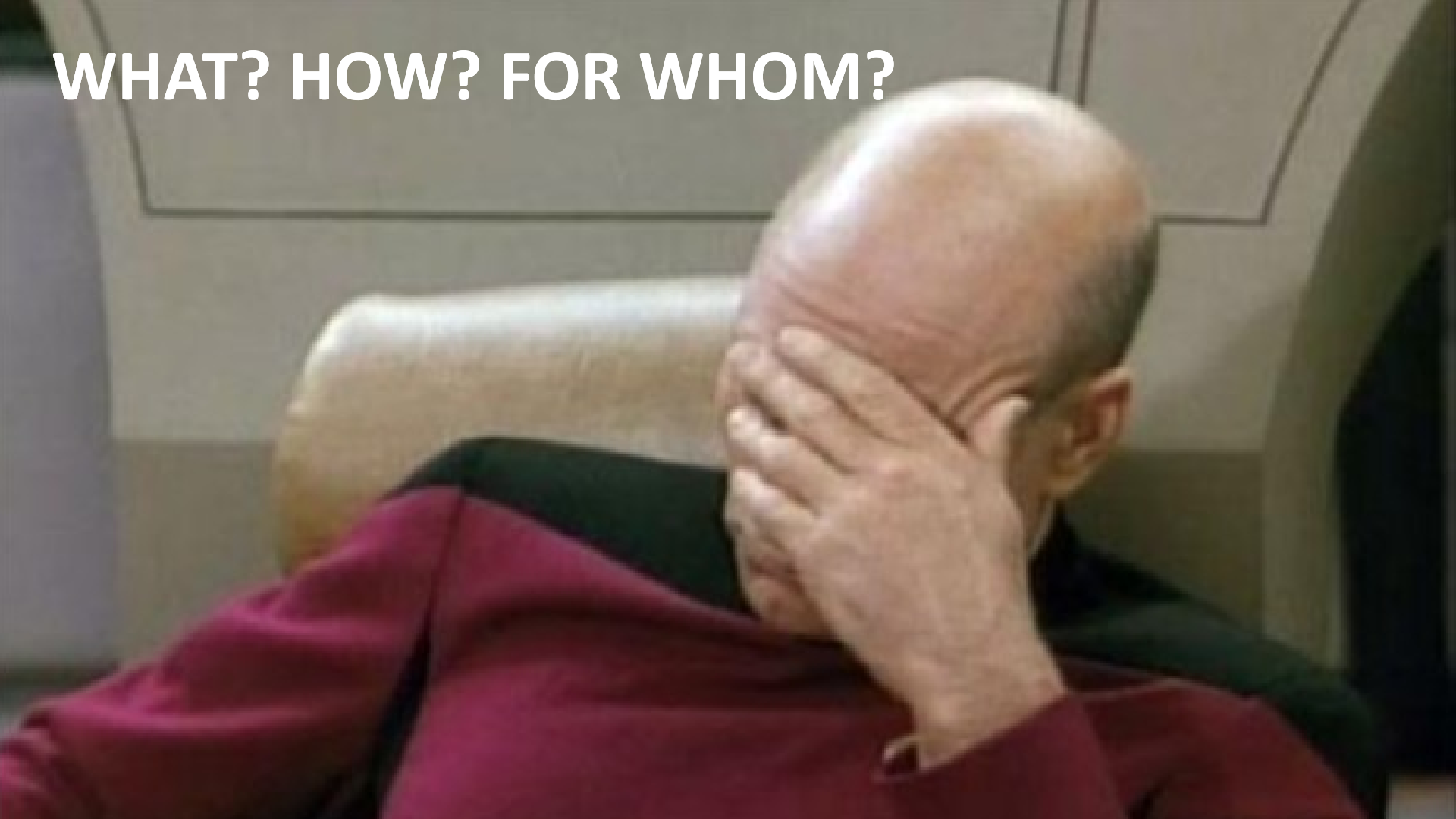
M
T

"Business has only two functions – marketing and innovation."

Milan Kundera

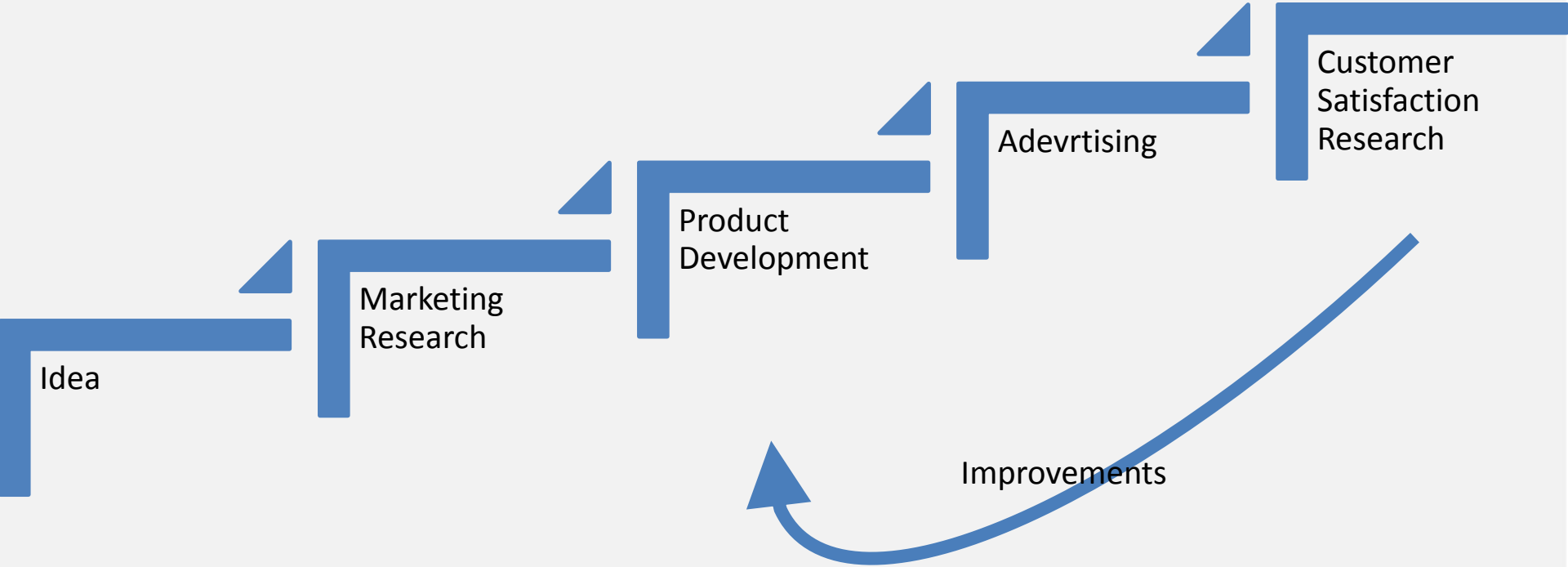



WHAT? HOW? FOR WHOM?


WHAT? HOW? FOR WHOM?

Marketing Abouts – Marketing Process

WHAT? HOW? FOR WHOM?



Online Marketing

Online Marketing

Online Marketing - Categories

Online Marketing - Categories

- Social Media
- AdWords
- PR - Blogs - Forums
- SEO - Content Marketing
- Display
- Email Marketing
- Analytics and Research

Online Marketing – SM & AdWords

- **Social Media**
- **AdWords**
- PR - Blogs - Forums
- SEO - Content Marketing
- Display
- Email Marketing
- Analytics and Research

Online Marketing – PR – Blogs - Forums

- Social Media
- AdWords
- **PR - Blogs - Forums**
- SEO - Content Marketing
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- Analytics and Research

Online Marketing – PR – Blogs – Forums

Online Marketing – PR – Blogs – Forums

- PR – stay in touch with journalists, editors and bloggers
- Forums – be active and ready to help

Online Marketing – PR – Blogs – Forums

Blog - have one on your website, write regularly, be relevant, fresh and interesting

Successful content – how to get there:

- Pick your topic
- Make a research before you start
- Write your own way

Online Marketing – PR – Blogs – Forums

Blog - topics that people usually like to read

- Guides/Tutorials/How To’s
- Lists – “Top Ten Places to find your Remote Control!”
- Contests/awards
- Answers to FAQ’s
- Reviews
- “Web gemologist” – reposting blogs in meaningful lists
- Success Stories/Failures (case studies)

Online Marketing – PR – Blogs – Forums

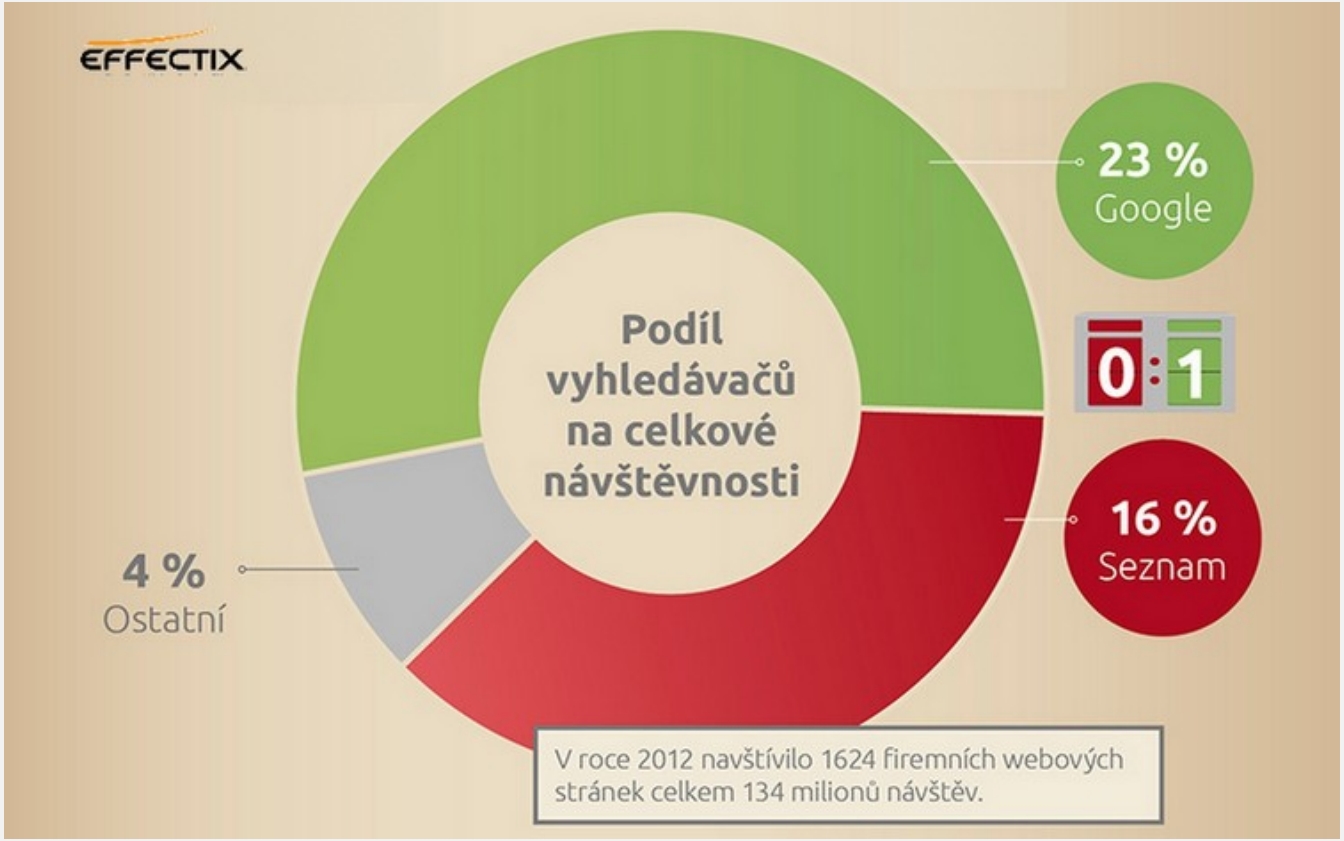
- Predictions
- Interviews or guest blog
- Checklists (purchase, processes…)
- Research results (hard to obtain)
- Recycling own content (press releases, newsletters…)

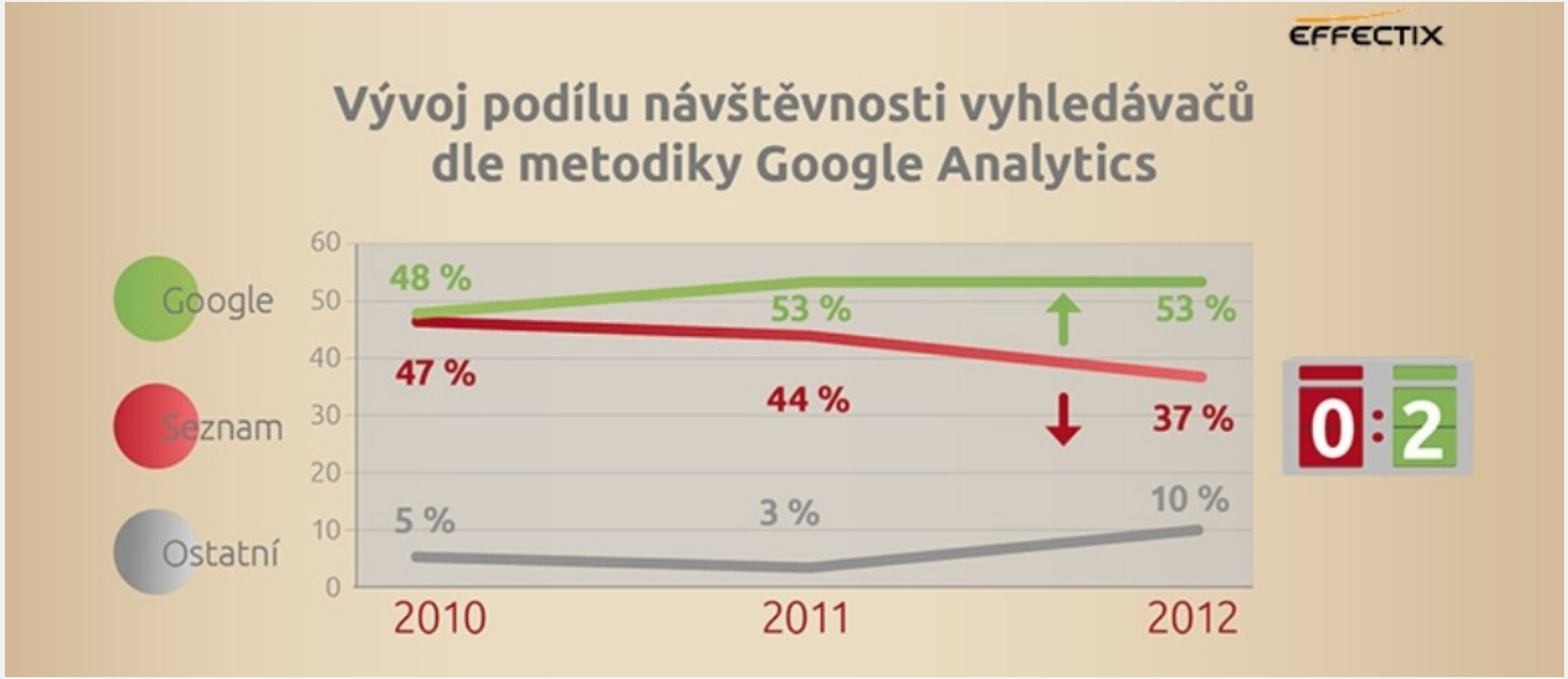
Online Marketing – SEO – Content Marketing

- Social Media
- AdWords
- PR - Blogs - Forums
- **SEO - Content Marketing**
- Display
- Email Marketing
- Analytics and Research

Online Marketing – SEO – Content Marketing

Online Marketing – SEO – Content Marketing




EFFECTIX
Vývoj podílu návštěvnosti vyhledávačů
dle metodiky Google Analytics
Google
Seznam
Ostatní
60
50
40
30
20
10
0
48 %
53 %
53 %
47 %
44 %
37 %
5 %
3 %
10 %
2010
2011
2012
0:2

Ads related to **boty**

Značkové **boty** | MALL.cz
www.mall.cz/Znackove-**boty**
Dámské a pánské značkové **boty**. Výrazné slevy + rychlé dodání!
337 people +1'd or follow MALL.CZ
Novinky - Výprodej - slevy až 70% - Nově - bundy, kabáty - Značkové doplňky

Buty - Ostrava - 12.12 | smsticket.cz
www.smsticket.cz/
Přijďte12.12 do klubu Garage na skvělý koncert. Vstupenky zde:

Boty značky F&F | ffmoda.com
www.ffmoda.com/cz
Obujte se podle poslední módy se značkou F&F za přijatelnou cenu!
Nový vánoční speciál magazín F&F - Inspirace na dárky v F&F

Boty, Dámské **boty**, pánské **boty**, obuv, obuv obchod - botyk.cz
www.**boty**k.cz/ - Translate this page
Boty, obuv, internetový obchod – značkové **boty**. Nejnižší ceny, největší výběr. **Boty** Bronx, Diba, Blink, Camora, Szmidt a jiné. Kozačky, jehly, polobotky ...
Dámská obuv - Sandálky - Výprodej - Lodičky, počet na stránce 100

Baťa - Obuv, **Boty**, Kabelky, Doplňky a Oblečení nakupujte on-line
www.bata.cz/ - Translate this page
Velký výběr obuvi a doplňků, módní trendy a pověstný zákaznický servis. Rychlé doručení a bezplatné vrácení na každé prodejně Baťa.
AKCE - DÁMSKÁ STYLOVÁ KOLEKCE - TRENDOVÁ KOLEKCE - Doplňky

Kvalitní kožené **boty** a obuv | Stroll obuv, a. s.
www.stroll-obuv.cz/ - Translate this page
Stroll obuv, a. s. - specialista převážně na koženou společenskou, vycházkovou dámskou a pánskou obuv.

Obuv Rejnok - kvalitní **boty** pro celou rodinu | **boty**-obuv.cz
www.**boty**-obuv.cz/ - Translate this page
Vyberte si zimní **boty** pro letošní sezonu za super ceny na **BOTY**-OBUV.CZ. V naší nabídce najdete trendy dámské kotníčkové **boty**, polokozačky i kozačky na ...

Ads

Obuv za skvělé ceny.
www.najduto.cz/
Slevy na obuv až 90%.
Vybírejte z nejlepších slev v okolí

Boty Macbeth
www.slap.cz/**boty**-macbeth
Chcete **boty**, jaké nosí Blink 182?
Nabízíme všechny modely Macbeth.

Skateshop Swis-shop.cz
www.swis-shop.cz/
Vans, Roxy, Burton, Dc, Volcom, Fox Horsefeathers, Dakine. Vše skladem

Dámské **boty**
www.bonprix.cz/**boty**
Moderní **boty** za super ceny. Neváhej a objednej. bonprix - it's me!

Boty
www.klingel.cz/
Obuv od KLiNGEL vás nadchne svou pohodlností a tvarem.

Výprodej sportovních bot
www.monkeysports.cz/
Pro velký zájem jsme prodloužili výprodej - slevy až 80% trvají!

Dámská obuv levně
damska-obuv.heureka.cz/
Porovnejte ceny různých prodejců. Kupte za nejnižší cenu na Heurece!

Prstové **boty** FiveFingers
www.livecool.cz/

Google

google

Web | News | Images | Maps | Videos | More | Search tools

About 647,000 results (0.31 seconds)

Google
www.google.com/ - Google
Search the world's information, including webpages, images, videos and more. **Google** has many special features to help you find exactly what you're looking ...
Sign in - Translate - Videos - Google Calendar

Google Images
www.google.com/imghp - Google
Google Images. The most comprehensive image search on the web.

In the news

Official Gmail Blog: A new day for Google Calendar
Gmail Blog - 4 hours ago
Posted by Ian Leader, Product Manager Today we're introducing a brand new **Google** ...

Google has an all-new Calendar app for Android, and it's coming to the iPhone too
The Verge - 3 hours ago

Google Just Released a Brand New Google Calendar App
TIME - 3 hours ago

More news for google

Google Translate

Google

Internet company

Google is an American multinational corporation specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. Most of its profits are derived from AdWords. Wikipedia

Full name: Google Inc

Customer service: +1 650-253-0000

Stock price: GOOG (NASDAQ) $555.22 -3.86 (-0.69%)
Nov 3, 4:00 PM EST - Disclaimer

CEO: Larry Page

Founded: September 4, 1998, Menlo Park, California, United States

Headquarters: Mountain View, CA

Founders: Larry Page, Sergey Brin

Recent posts on Google+

Google
5,857,746 followers • Shared publicly

Follow

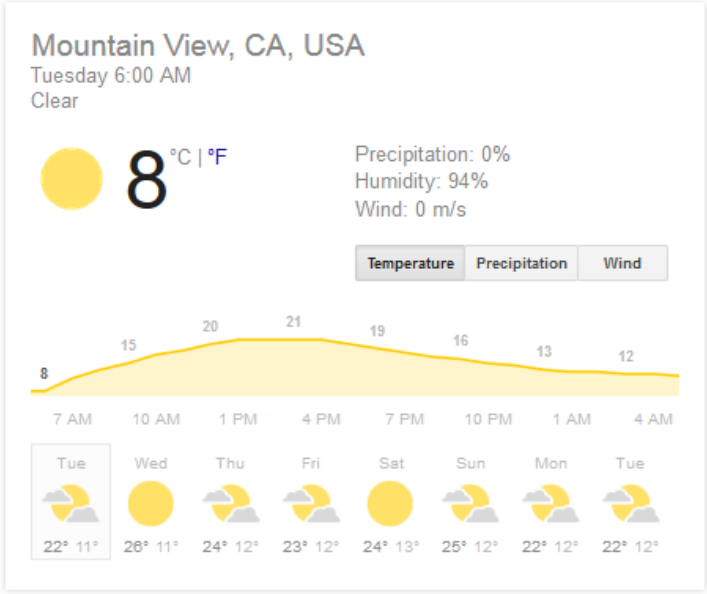
From top issues to candidate voting records, check out what people are searching for leading into Election Day in the United States

Google weather

Web Maps Images News Videos More Search tools

About 136,000,000 results (0.32 seconds)

Warning: This page is a tool for AdWords advertisers to test their ads. For full Google functionality return to the Google homepage.



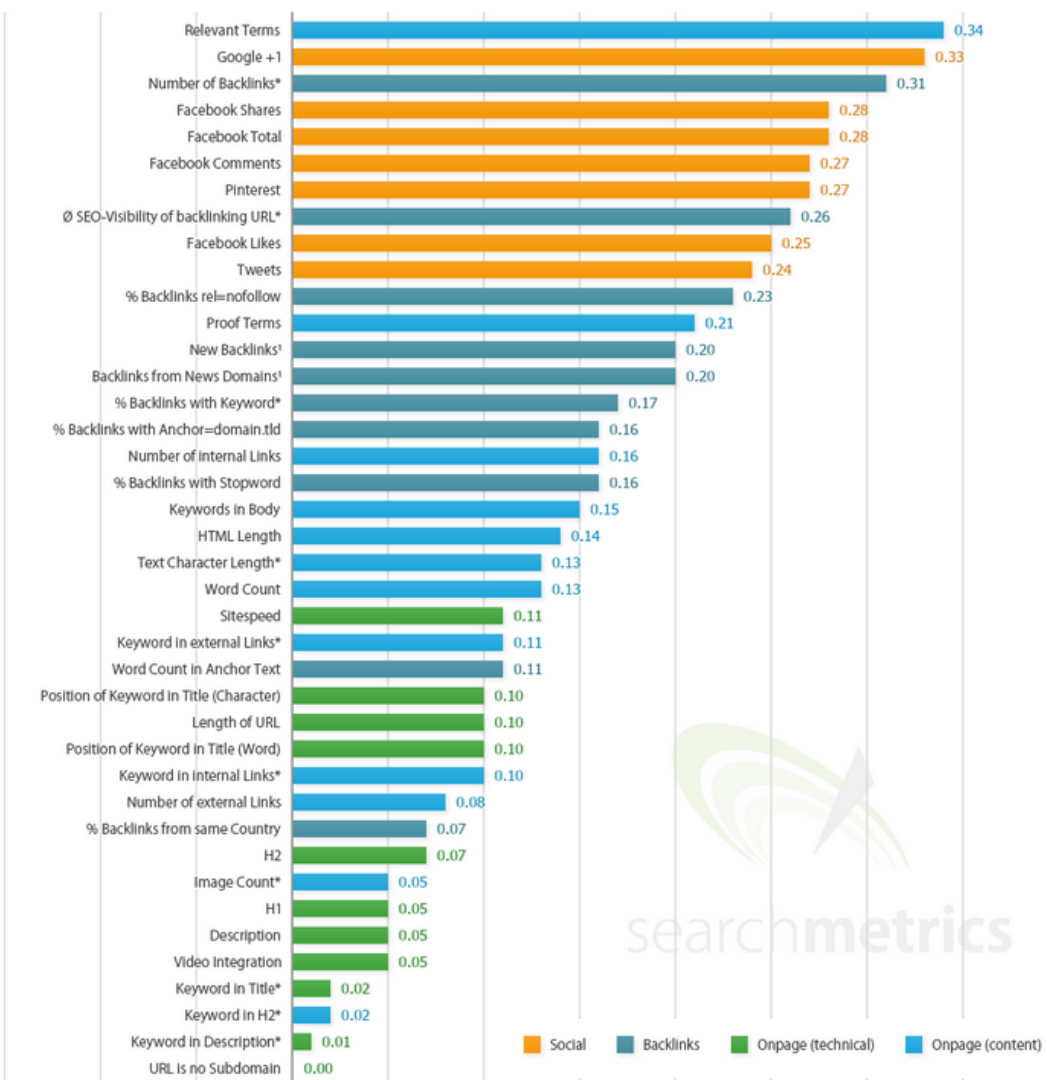
The Weather Channel - Weather Underground - AccuWeather Feedback

National and Local Weather Forecast, Hurricane, Radar and ...
www.weather.com/
The Weather Channel and weather.com provide a national and local weather forecast for cities, as well as weather radar, report and hurricane coverage.

Online Marketing – SEO

Search Ranking Factors

- Content relevancy
- External backlinks
- Social signals
- Internal backlinks
- Sitespeed



Content Relevancy

- Relevant and interesting content optimized on relevant keywords
- adwords.google.com/KeywordPlanner
- www.wordtracker.com/
- www.ubersuggest.org/

Online Marketing – SEO – Content Marketing

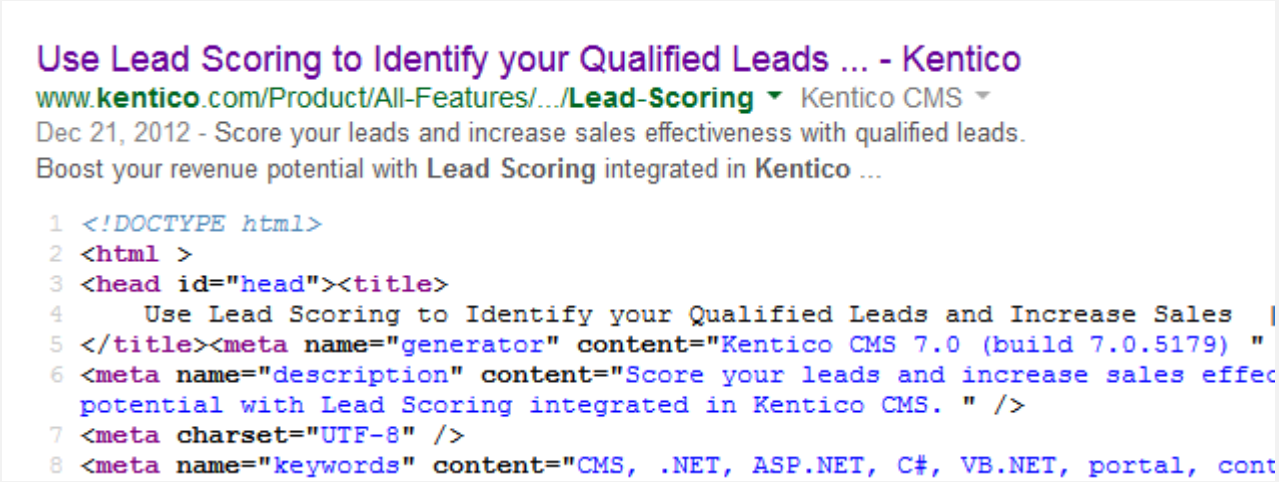
Keyword	Volume
about dog food	3,527
best dog food	3,177
best dry dog food	15,681
best grain free dog food	3,209
dog allergies food	2,512
dog food	8,817
dry dog food ratings	863
healthy dog food	2,569
homemade dog food	1,019
merrick dry dog food	908

Find out how much traffic you could be getting

CONTINUE YOUR RESEARCH

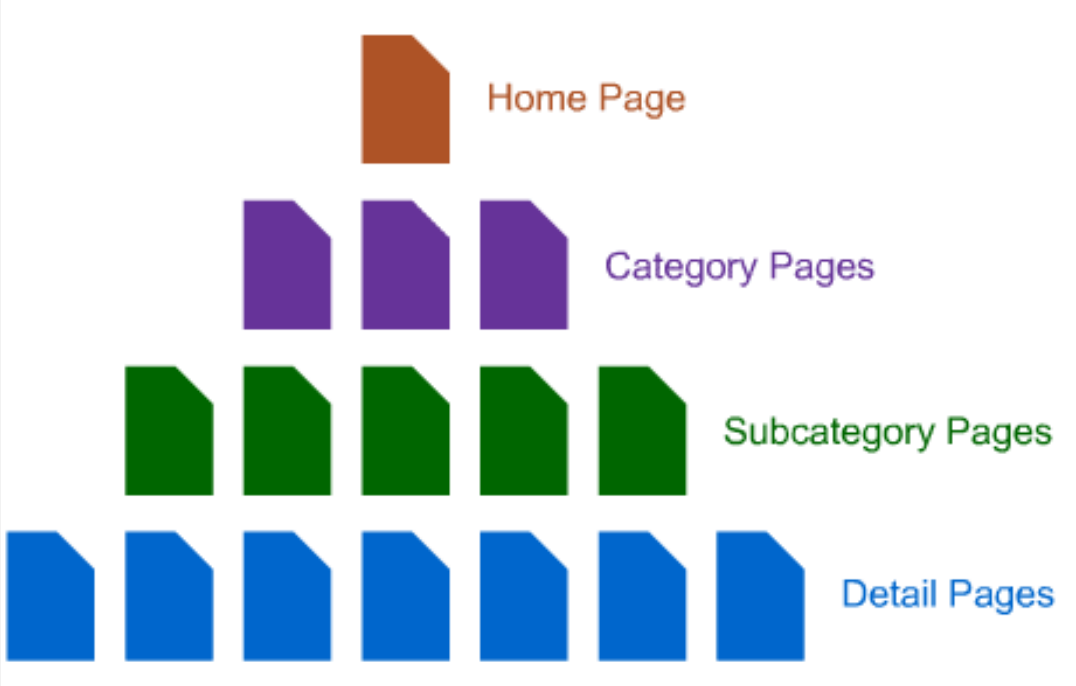
Online Marketing – SEO – Content Marketing

- Optimized Page Titles , Page Description, Relevant page titles (H1, H2) and Image Alt texts
- Character limits: Page Title ~ 55, Page Description ~ 140



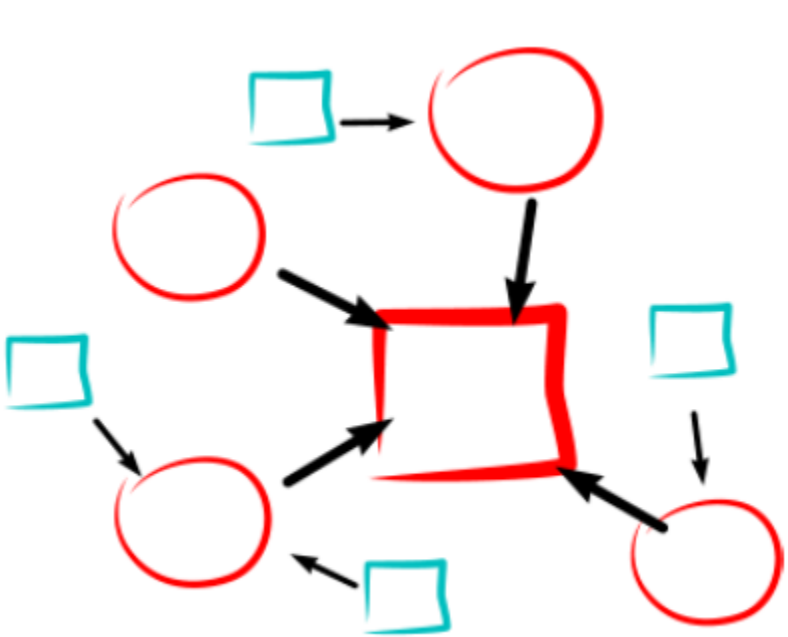
Online Marketing – SEO – Content Marketing

- Good and logical page navigation and page interlinking



External Links – Link Building

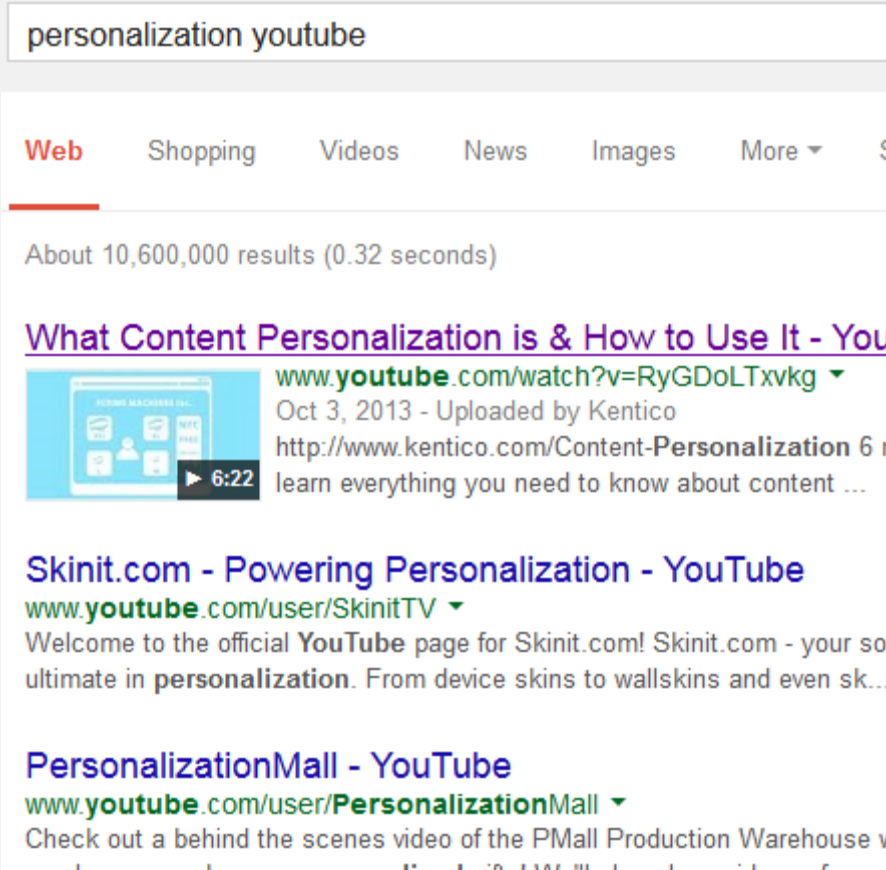
- Get links from relevant pages
- Get links from Social Media (engagement)
- Guest blogging
- Backlink requesting
- Catalogs and Listings
- Be careful about poisoned links
- Check GWT and Opensite Explorer



Online Marketing – SEO – Content Marketing

YouTube SEO

- The same principles as on Google
- Good chance to get on Google with video snippet
- Interlink videos and link back to your website
- Views counts, their source even more
- Embed YouTube videos into your page



Online Marketing – Display

- Social Media
- AdWords
- PR - Blogs - Forums
- SEO - Content Marketing
- **Display**
- Email Marketing
- Analytics and Research

3:1 rectangle
300x100px
Leaderboard
728x90px
Full Banner
468x60px
Half Banner
234x60px
Vertical
Banner
120x240px
Medium Rectangle
300x250px
Pop Under
720x300px
Button 1
120x90px
Micro Bar
88x31
Button 2
120x60px
Vertical
Rectangle
240x400px
Square Pop-Up
250x250
Half Page
300x600px
Wide
Skyscraper
160x600px
Skyscraper
120x600
Large Rectangle
336x280px
Rectangle
180x150
Square
Button
125x125px

Online Marketing - Categories

- Social Media
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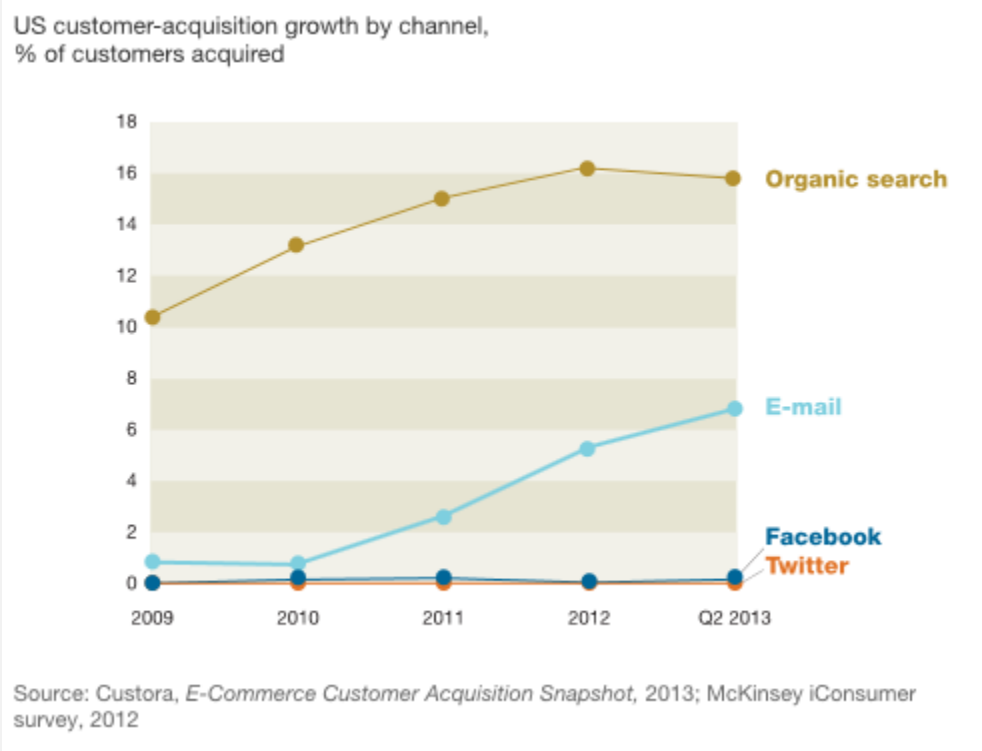
- PR - Blogs - Forums
- SEO - Content Marketing
- Display
- **Email Marketing**
- Analytics and Research

SPAM

Online Marketing - Categories

Email Marketing

- One of the most effective acquisition channel especially in B2B
- Can be automated via Marketing Automation
- Can be easily personalized
- Demands to buy email database or build yours (via newsletter subscription boxes etc.)



Online Marketing - Categories

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- SEO & Content Marketing
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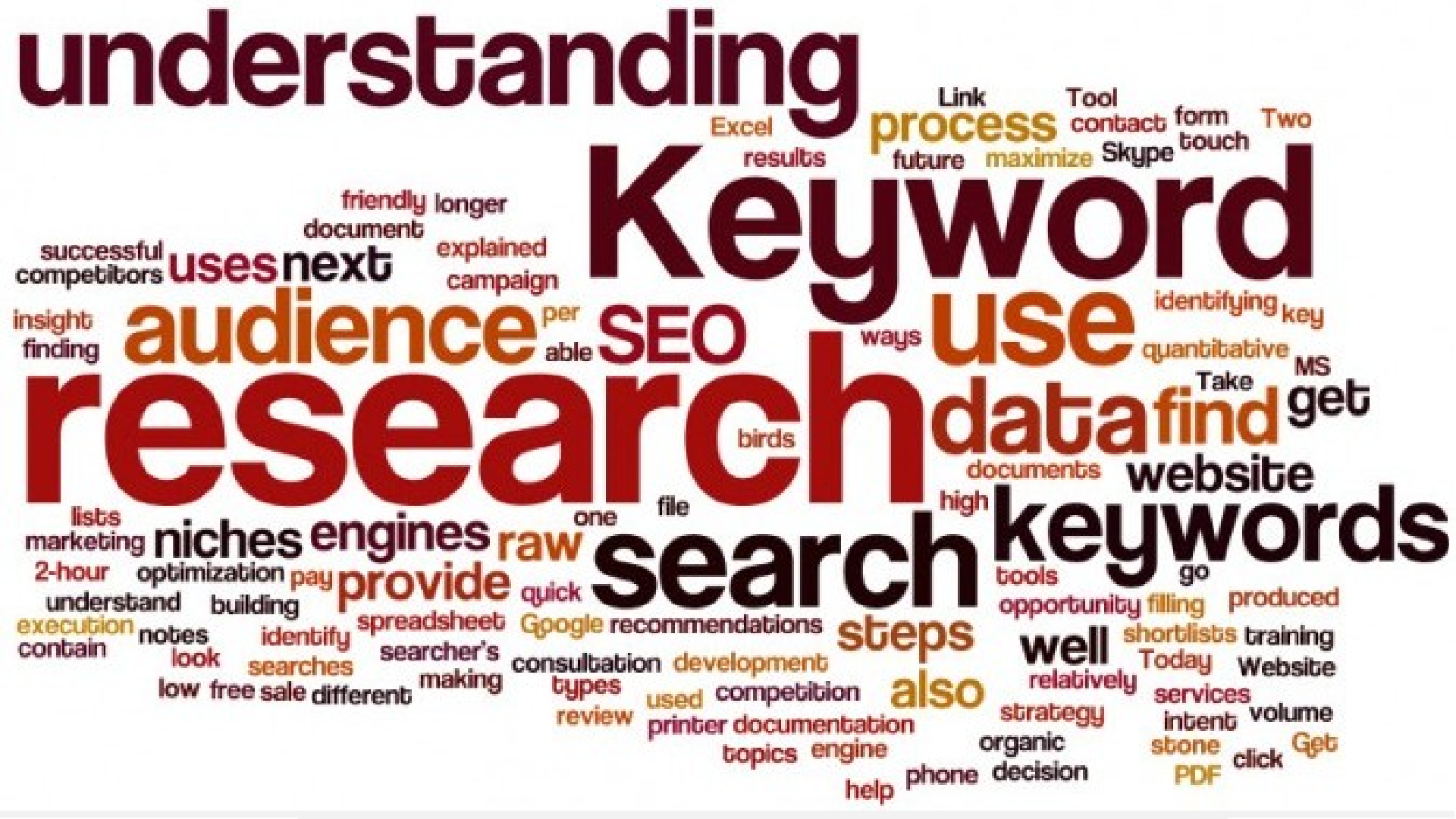
- **Analytics and Research**


understanding
Keyword
research
audience
use
SEO
data
find
get
search
keywords
website
niches
engines
raw
provide
steps
well
also
process
Link
Tool
Excel
contact
form
Two
touch
results
future
maximize
Skype
friendly
longer
document
explained
campaign
successful
competitors
uses
next
insight
finding
per
able
ways
identifying
key
quantitative
MS
Take
birds
documents
high
file
one
lists
marketing
2-hour
optimization
pay
quick
tools
go
opportunity
filling
produced
understand
building
execution
contain
notes
identify
look
searches
spreadsheet
Google
recommendations
shortlists
training
searcher's
consultation
development
Today
Website
low
free
sale
different
making
types
used
competition
relatively
services
review
printer
documentation
strategy
intent
volume
topics
engine
organic
stone
Get
click
help
phone
decision
PDF

Trends

Past 12 months | All categories | Web Search

Hot Searches
Top Charts
Explore
Subscriptions

Compare
Search terms
Locations
Time ranges

ebola
Search term

+ Add location

Interest over time

News headlines | Forecast

Topics

Subscribe

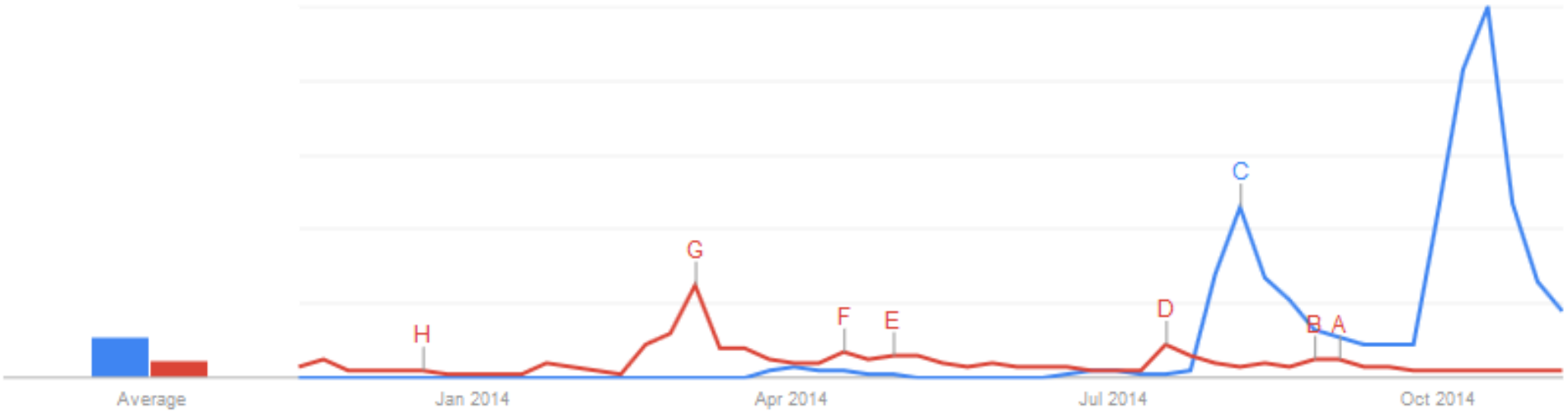
ebola
Search term

ukraine
Search term

+ Add term

Interest over time

News headlines Forecast



Trends

United States | Jan 2009 - Nov 2014 | All categories | Web Search

- Hot Searches
- Top Charts
- Explore
- Subscriptions

Compare

- Search terms
- Locations
- Time ranges

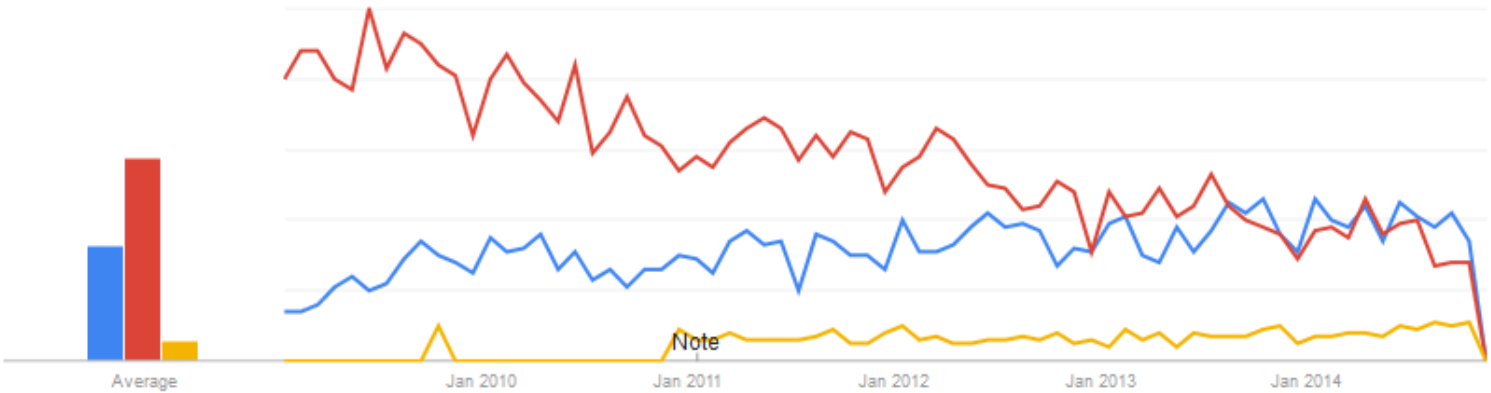
Topics

Subscribe

kentico	ektron	episerver	+ Add term
Search term	Search term	Search term	

Interest over time

News headlines | Forecast



Online Marketing – Research and Analysis

- Survey Monkey / Survio
- Installation survey
- Satisfaction survey
- Uninstallation survey
- Google.com/ncr
- Google Ad Preview
- Ideally use VPN for local specs
- Let your community/friends validate your ideas on Social Media or Forums

Online Marketing – Research and Analysis

Mobile Analytics

- Google Play Store – Statistics in store by Google
- App Annie – Apple Appstore and Google Play Store
- Flurry
- GA for Google Play Store and Android Apps

Online Marketing – Research and Analysis

Web Analytics

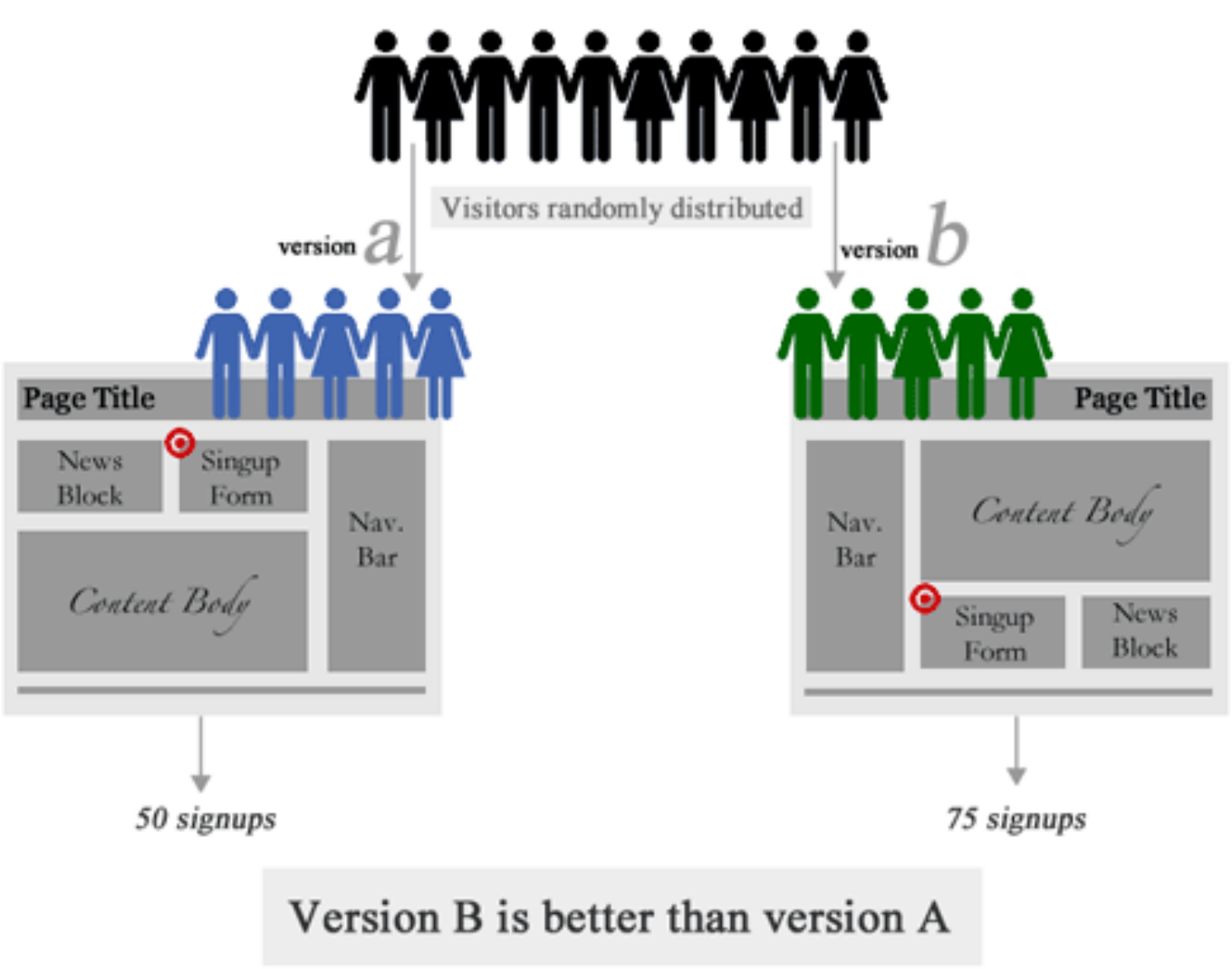
- Google Analytics
- CrazyEgg
- Google Content Experiment (part of GA)
  - http://apps.ioninteractive.com/site/contest/guess-which-won

IRON MOUNTAIN A/B TEST

One of these two Iron Mountain landing experiences significantly outperformed the other. Can you pick the winner?

A

B



Version B is better than version A

Key Takeaways

- Keep trying new things
- Measure everything
- Keep what works
- Leave what doesn’t work
- A/B test however use common sense

Thank you

Figure 1 Forecast: US Online Retail Sales, 2012 To 2017

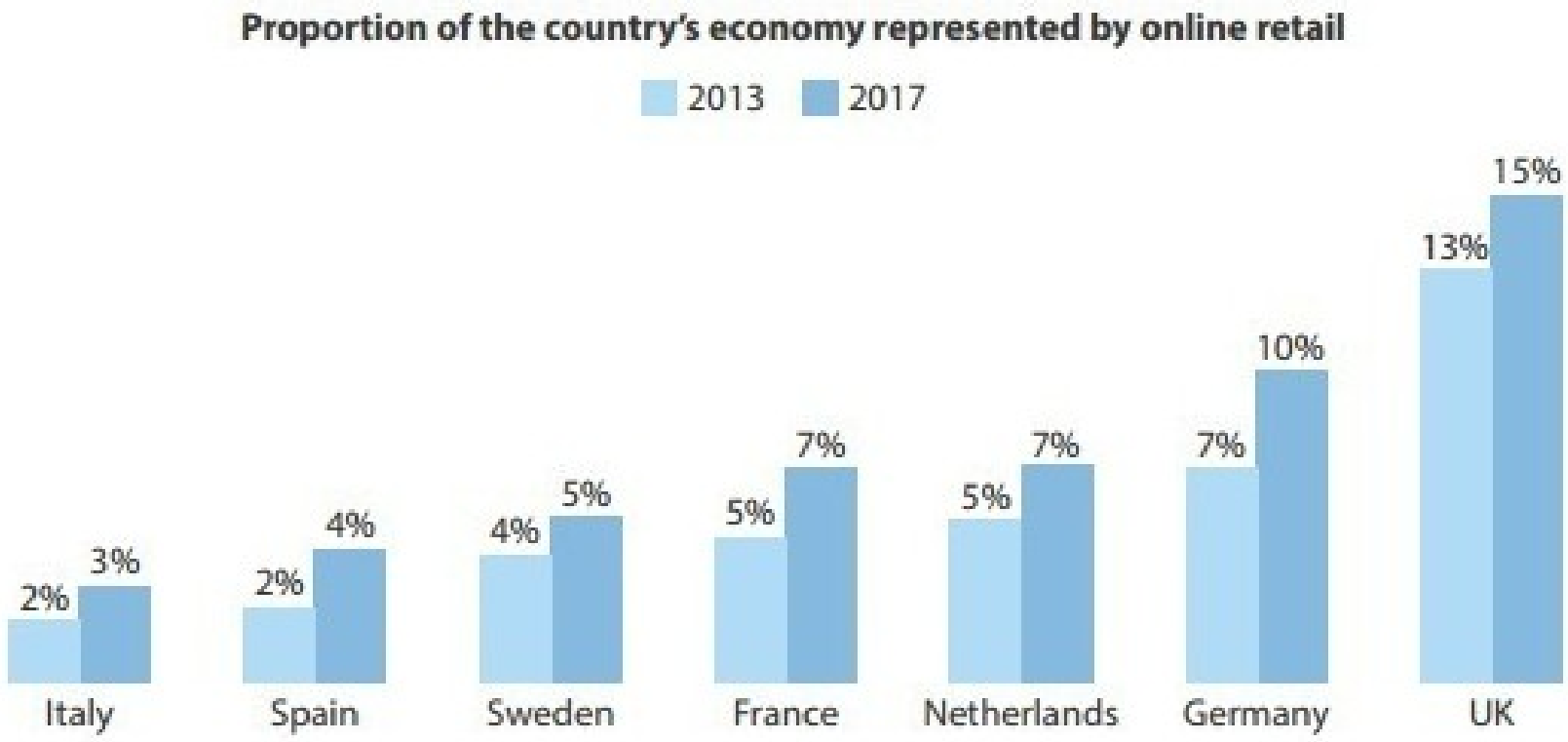
	2012	2013	2014	2015	2016	2017
Year-on-year growth	14%	13%	11%	10%	8%	7%
Share of total retail sales	8%	8%	9%	10%	10%	10%

Source: Forrester Research Online Retail Forecast, 2012 To 2017 (US)

93281

Source: Forrester Research, Inc.

Figure 4 By 2017, Online Retail Will Be A Significant Part Of Many Countries' Economies



Source: Forrester Research Online Retail Forecast, 2012 To 2017 (Western Europe)

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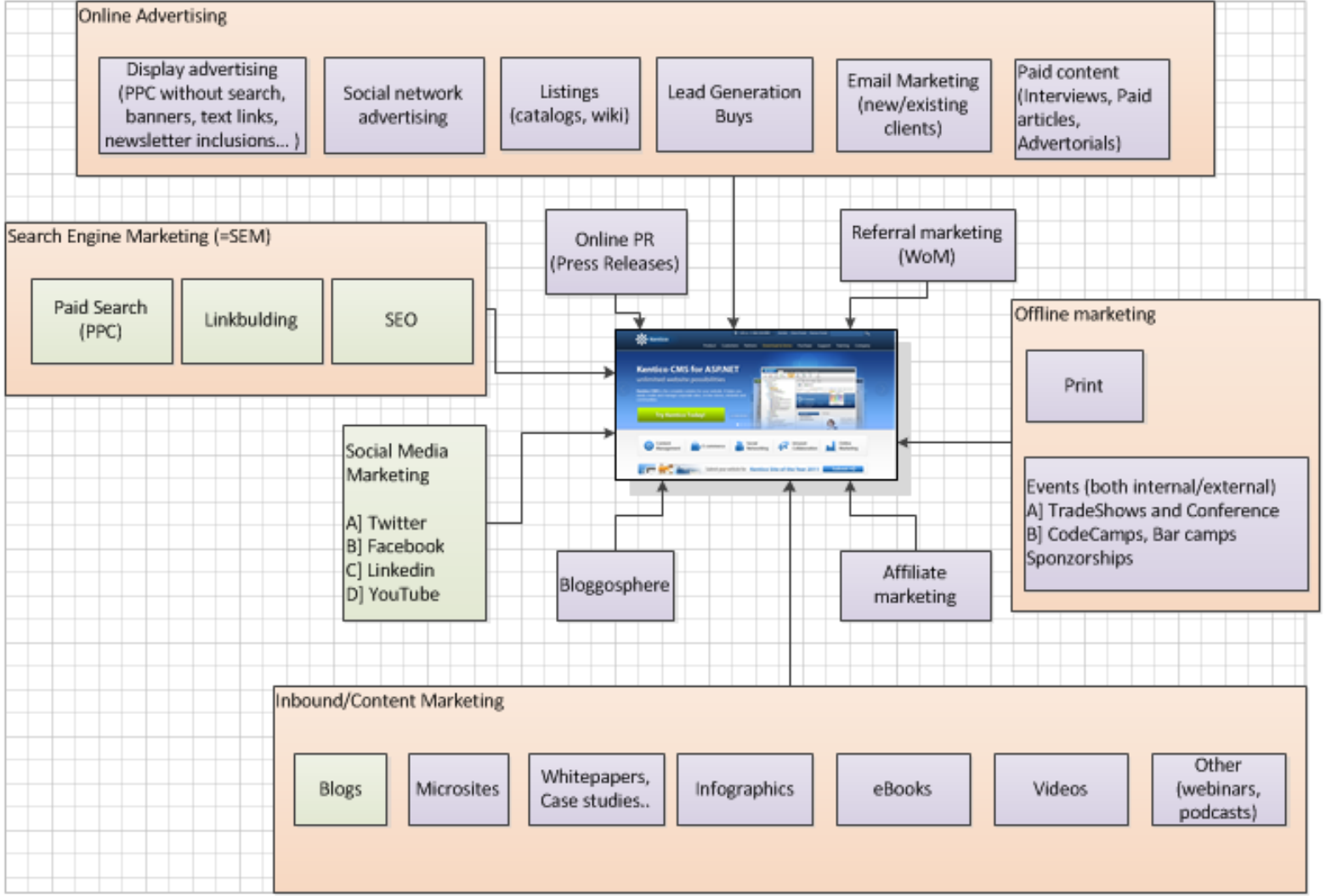
Source: Forrester Research, Inc.


Online Advertising
Display advertising (PPC without search, banners, text links, newsletter inclusions...)
Social network advertising
Listings (catalogs, wiki)
Lead Generation Buys
Email Marketing (new/existing clients)
Paid content (Interviews, Paid articles, Advertorials)
Search Engine Marketing (=SEM)
Paid Search (PPC)
Linkbulding
SEO
Online PR (Press Releases)
Referral marketing (WoM)
Offline marketing
Print
Events (both internal/external)
A] TradeShows and Conference
B] CodeCamps, Bar camps
Sponzorships
Social Media Marketing
A] Twitter
B] Facebook
C] Linkedin
D] YouTube
Bloggosphere
Affiliate marketing
Inbound/Content Marketing
Blogs
Microsites
Whitepapers, Case studies..
Infographics
eBooks
Videos
Other (webinars, podcasts)