

Online Marketing Time

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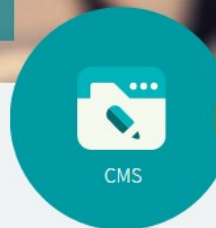
[linkedin.com/in/miroslavjirku](https://www.linkedin.com/in/miroslavjirku)



All-in-one CMS, E-commerce, and Online Marketing platform

Kentico is the only fully integrated ASP.NET CMS, E-commerce, and Online Marketing platform that allows you to create cutting-edge websites, and fully optimize your digital customers' experiences across multiple channels. Kentico saves you time and resources so you can accomplish more.

[Learn more](#)



CMS



E-commerce



Online Marketing



TWININGS



SONY



 mazda





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]

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



9:20

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



Featured



Top Charts



Near Me



Search



Updates

16

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]

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

[iPhone 4S Purple 16GB Unlocked faulty not charging](#)

Google

Google Search

I'm Feeling Lucky

Market[ing]

M

T

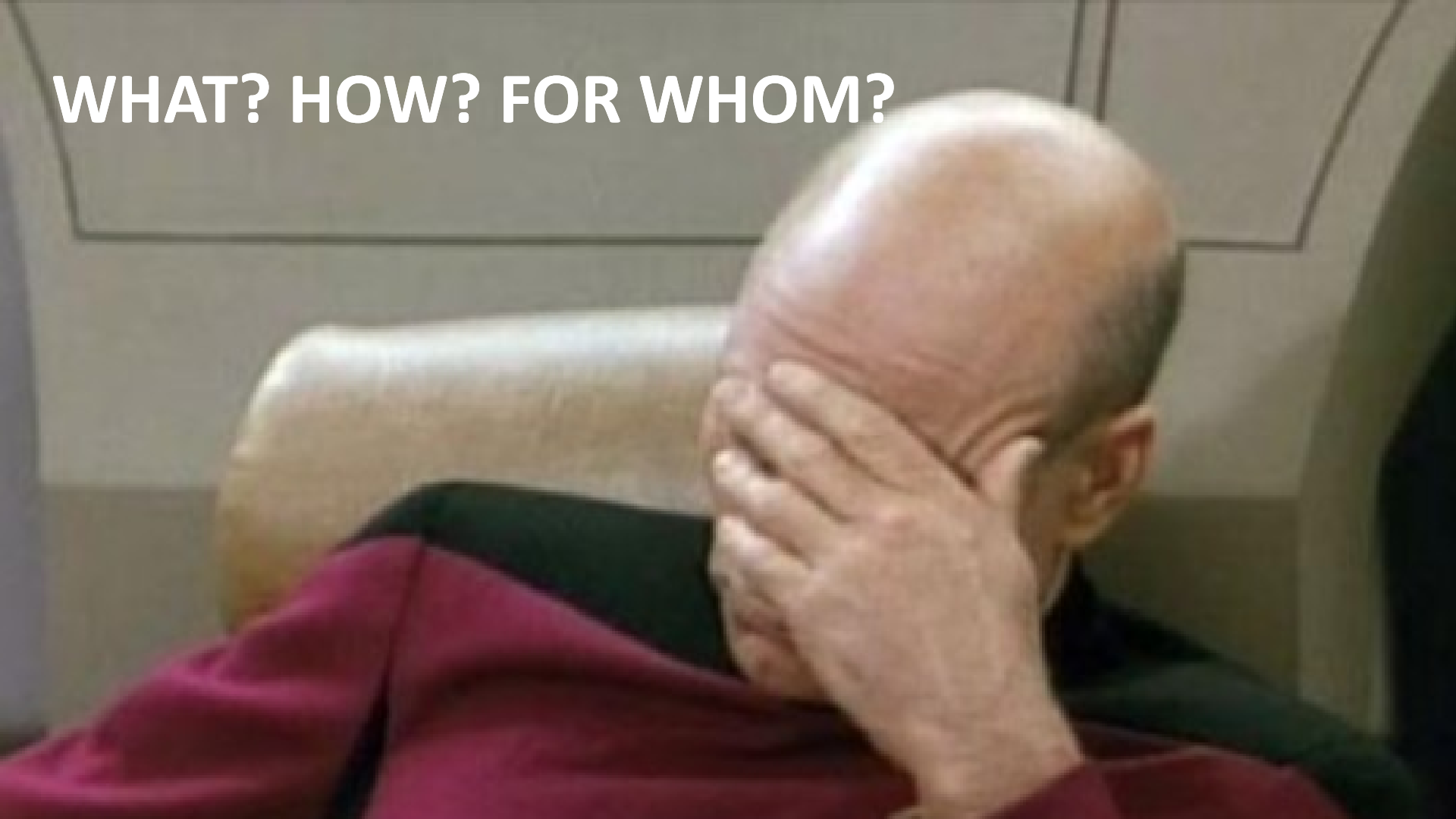


2.8 Billion People



10% of World Trade

WHAT? HOW? FOR WHOM?

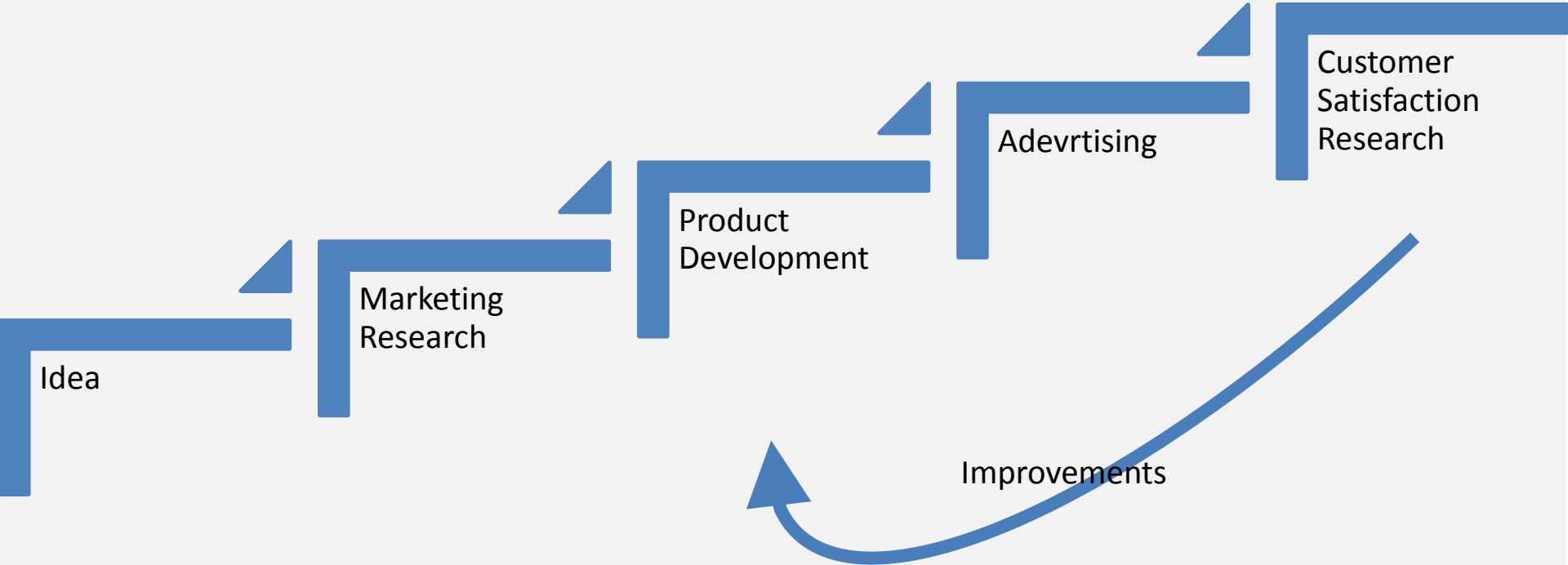


Marketing Abouts – Marketing Process

WHAT?

HOW?

FOR WHOM?



Online Marketing

Online Marketing

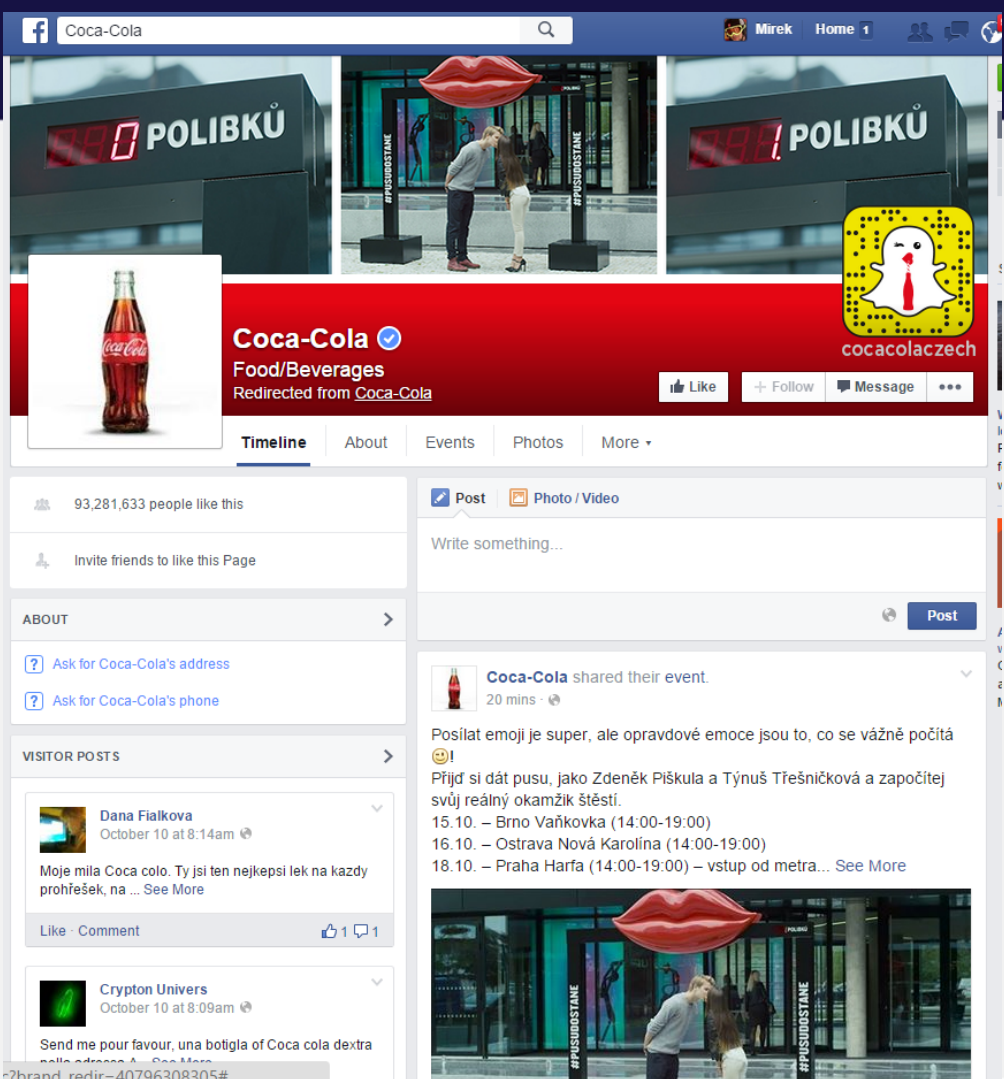
Online Marketing - Categories

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

Online Marketing - Categories

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

Online Marketing – Social Media



Coca-Cola ✓
Food/Beverages
Redirected from [Coca-Cola](#)

93,281,633 people like this

Invite friends to like this Page

ABOUT

- Ask for Coca-Cola's address
- Ask for Coca-Cola's phone

VISITOR POSTS

Dana Fialkova
October 10 at 8:14am
Moje milá Coca colo. Ty jsi ten nejkepsi lek na kazdy prohřešek, na ... See More

Crypton Univers
October 10 at 8:09am
Send me pour favour, una botigla of Coca cola dextra nella address A. See More

Coca-Cola shared their event.
20 mins · 🌐

Posílat emoji je super, ale opravdové emoce jsou to, co se vážně počítá 😊!
Přijď si dát pusy, jako Zdeněk Piškula a Týnuš Třešnicková a započítej svůj reálný okamžik štěstí.
15. 10. – Brno Vaňkovka (14:00-19:00)
16. 10. – Ostrava Nová Karolína (14:00-19:00)
18. 10. – Praha Harfa (14:00-19:00) – vstup od metra... See More



Web Images Shopping News Videos More Search tools

About 165,000 results (0.54 seconds)

FirstMate krmivo pro psy - Prvotřídní ultraprémiové krmivo

Ad www.dogdog.cz/Firstmate

Nad 1200 Kč máte dopravu zadarmo!

Taste of the Wild - Kvalitní krmivo pro psy a kočky

Ad www.krmivo-tasteofthewild.cz/

TOP DRY FOODS. Made in the USA

Granule pro psy - zverokruh-shop.cz

Ad www.zverokruh-shop.cz/granule-psy

Nakupujte granule on-line. Ceny od 24 Kč. Prémiové značky.

Images for psí žrádlo

Report images



More images for psí žrádlo

Krmivo pro psy - Heureka.cz

krmivo-psy.heureka.cz/ Translate this page

Heureka.cz vám poradí jak vybírat Krmivo pro psy. Vybírejte si Krmivo pro psy podle parametrů a srovnávejte ceny z internetových obchodů na Heureka.

Granule pro psy - Další - Acana Dog Adult 18 kg - Brit Premium Adult L 15 kg

Krmivo, granule a krmení pro psy - obchod SpokojenyPes.cz

www.spokojenypes.cz/krmiva-pro-psy/ Translate this page

Krmivo pro psy je možné vybírat jak podle plemene psa, tak podle typu krmiva. Jako krmivo se nejčastěji využívají granule, ale i další druhy krmení pro psy.

Granule pro psy a psí granule | zoohit.cz

Ads

Profizoo - krmivo pro psa

www.profizoo.cz/calibra

Kompletní nabídka krmiva Calibra.

Nákup nad 499 Kč - doprava zdarma!

Psí Žrádlo levně

www.zoohit.cz/zradlo_pro_psy

Žrádlo pro psy za skvělé ceny.

Nakupujte u jedničky v Evropě!

Žrádlo pro psy - Sleva

www.mall.cz/Zradlo-pro-psy

Kvalitní psí žrádlo všech značek.

Vyberte si z nejširší nabídky zboží

Palachovo náměstí

296 245 025

Krmivo pro psy

www.krmeni.cz/

Široký výběr, 95% skladem, odešleme

do 24h. Od 700 Kč doprava zdarma!

Žrádlo pro psy eshop

www.spokojenypes.cz/Zradlo-Psi

Nakupujte žrádlo pro psy online.

Vše skladem, slevy pro zákazníky!

Nejlepší Granule Pro Psy

www.husse.cz/Granule-pro-psy

Superprémiové granule pro psy.

Švédská kvalita, doprava zdarma!

Calibra Granule Pro Psy

www.hladova-miska.cz/calibra-akce

Granule Calibra - akce + dárky!

Online Marketing – AdWords

IN THIS CAMPAIGN: Don't miss out on expert help... View all

Last 7 days: Oct 6, 2015 - Oct 12, 2015

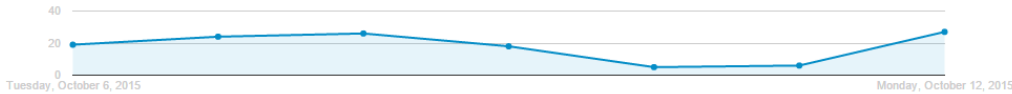
All campaigns >
Campaign: CMS Search - (USA+Canada)

Enabled Experiment: **Running** Edit Type: Search Network only - All features Edit Budget: \$120.00/day Edit Targeting: Canada; United States Edit Active bid adjustments: Location, Device

Ad groups Settings Ads **Keywords** Audiences Ad extensions Dimensions

All but removed ads Segment Filter Columns Search View Change History

Clicks vs None Daily



+ AD Edit Automate More actions... Labels

		Ad	Ad group	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Conversions	View through conversions
Total - all campaign									134	3,770	3.55%	\$3.42	\$458.69	4.1	6	\$76.45	4.48%	8	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kentico CMS for ASP.NET Fully featured CMS solution. Download the trial version! www.kentico.com/Download	Brand download and install TEST LPs	Approved	LP test variant B...	0.82%	Search Network only	All features	1	31	3.23%	\$7.14	\$7.14	2.0	1	\$7.14	100.00%	1	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kentico CMS 8 Try it now Make Every Project Pay. Say "Yes". 1000's of brands run on Kentico. Kentico.com/(Keyword:Try-Kentico-now)	Brand keywords TEST LPs	Approved	LP test variant B...	1.27%	Search Network only	All features	7	48	14.58%	\$2.71	\$18.97	1.9	2	\$9.48	28.57%	3	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kentico CMS Download Full-featured and reliable CMS. Free 30 days trial - download here Kentico.com/Download	Brand download and install TEST LPs	Approved	LP test variant B...	1.14%	Search Network only	All features	4	43	9.30%	\$2.82	\$11.26	2.0	1	\$11.26	25.00%	1	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kentico CMS 8 Try it now Unbeatable price transparency! 1000's of brands run on Kentico. Kentico.com/(Keyword:Try-Kentico-now)	Brand keywords	Approved	--	2.36%	Search Network only	All features	8	89	8.99%	\$2.17	\$17.36	1.7	1	\$17.36	12.50%	2	
<input type="checkbox"/>	<input type="checkbox"/>	CMS Download Full-featured and reliable CMS. Free 30 days trial - download here Kentico.com/Download	CMS download	Paused	--	0.00%	Search Network only	All features	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0	

All campaigns

.NET sites targeted campaign

Sites

ASP.NET CMS_Content

ASP.NET CMS

ASP.NET content management system_Content

ASP.NET Control

ASP.NET Portal_Content

ASP.NET Publishing

C# Content Management

CMS Search - (USA+Canada)

CMS

dot net cms

dot net cms TEST LPs

NET cms

.net platform cms

Acquia

ASP.NET Content management system

ASP CMS

ASP CMS TEST LPs

ASP.NET CMS

ASP.NET CMS Application

ASP.NET CMS Software

Shared library

Bulk operations

Reports

Labels

All video campaigns

Online Marketing – AdWords

Keyword Planner

Add ideas to your plan

Your product or service

cms

Get ideas

Modify search

Targeting

All locations

All languages

Google

Negative keywords

Date range

Show avg. monthly searches for Last 12 months

Customize your search

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include



Ad group ideas **Keyword ideas** Columns Download Add all (677)

Search terms	Avg. monthly searches	Organic avg. position	Organic impr. share	Ad impr. share	Add to plan
cms	550,000	15.00	< 1%	< 1%	ACCOUNT

Show rows: 30 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Organic avg. position	Organic impr. share	Ad impr. share	Add to plan
medicare.gov	90,500	-	-	-	»
cms online page	12,100	-	-	< 1%	»
medicare and medicaid	5,400	-	-	-	»
opencms	4,400	-	-	-	»
www.cms.gov	4,400	-	-	-	»



Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group

Online Marketing – PR – Blogs - Forums

- Social Media
- AdWords
- **PR - Blogs - Forums**
- SEO - Content Marketing
- Display
- Email Marketing
- 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 – Search Engine Optimization – Content

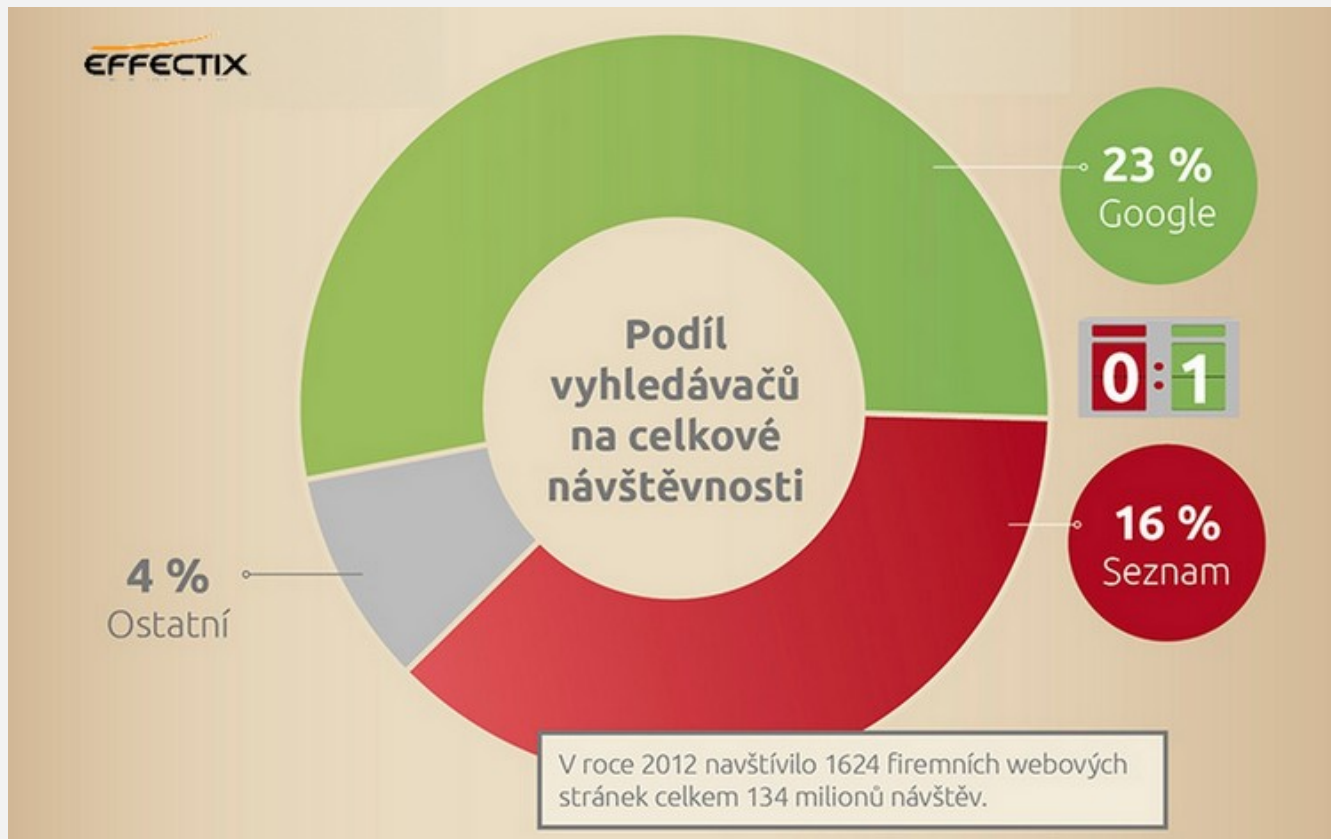
Marketing

- 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



Vývoj podílu návštěvnosti vyhledávačů dle metodiky Google Analytics



Web

Images

Maps

Videos

News

Shopping

More

Třebíč

Change location

Show search tools

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

[Boty - Ostrava - 12.12 | smsticket.cz](#)

www.smsticket.cz/

Přijďte 12.12 do klubu Garage na skvělý koncert. Vstupenky zde:

[Boty značky F&F | fffmoda.com](#)

www.fffmoda.com/cz

Obujte se podle poslední módy se značkou F&F za přijatelnou cenou!

Nový vánoční speciál magazín F&F - Inspirace na dárky v F&F

[Boty, Dámské boty, pánské boty, obuv, obuv obchod - botyk.cz](#)

www.botyk.cz/ - Translate this page

Boty, obuv, internetový obchod – značkové **boty**. Nejnížší 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 prodejné 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 sezónu 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 Heureka!

[Prstové boty FiveFingers](#)

www.livecool.cz/

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



About 138,000,000 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.

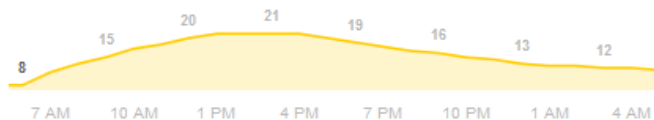
Mountain View, CA, USA

Tuesday 6:00 AM
Clear

8 °C | °F

Precipitation: 0%
Humidity: 94%
Wind: 0 m/s

Temperature Precipitation Wind



Day	High / Low
Tue	22° / 11°
Wed	26° / 11°
Thu	24° / 12°
Fri	23° / 12°
Sat	24° / 13°
Sun	25° / 12°
Mon	22° / 12°
Tue	22° / 12°

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.

Přibližný počet výsledků: 475 000 (0,26 s)

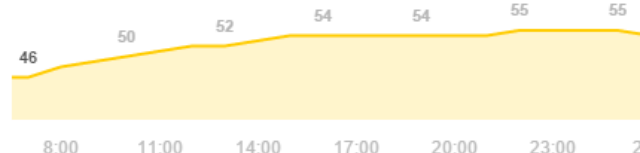
Brno, Česká republika

čtvrtek 7:00
Mlžný opar

46 °F | °C

Srážky: 46%
Vlhkost: 93%
Vitr: 16 mil/h

Teplota Srážky



Day	High / Low
čt	54° / 51°
pá	54° / 47°
so	54° / 42°
ne	55° / 43°
po	53° / 42°
út	52° / 41°
st	50° / 40°

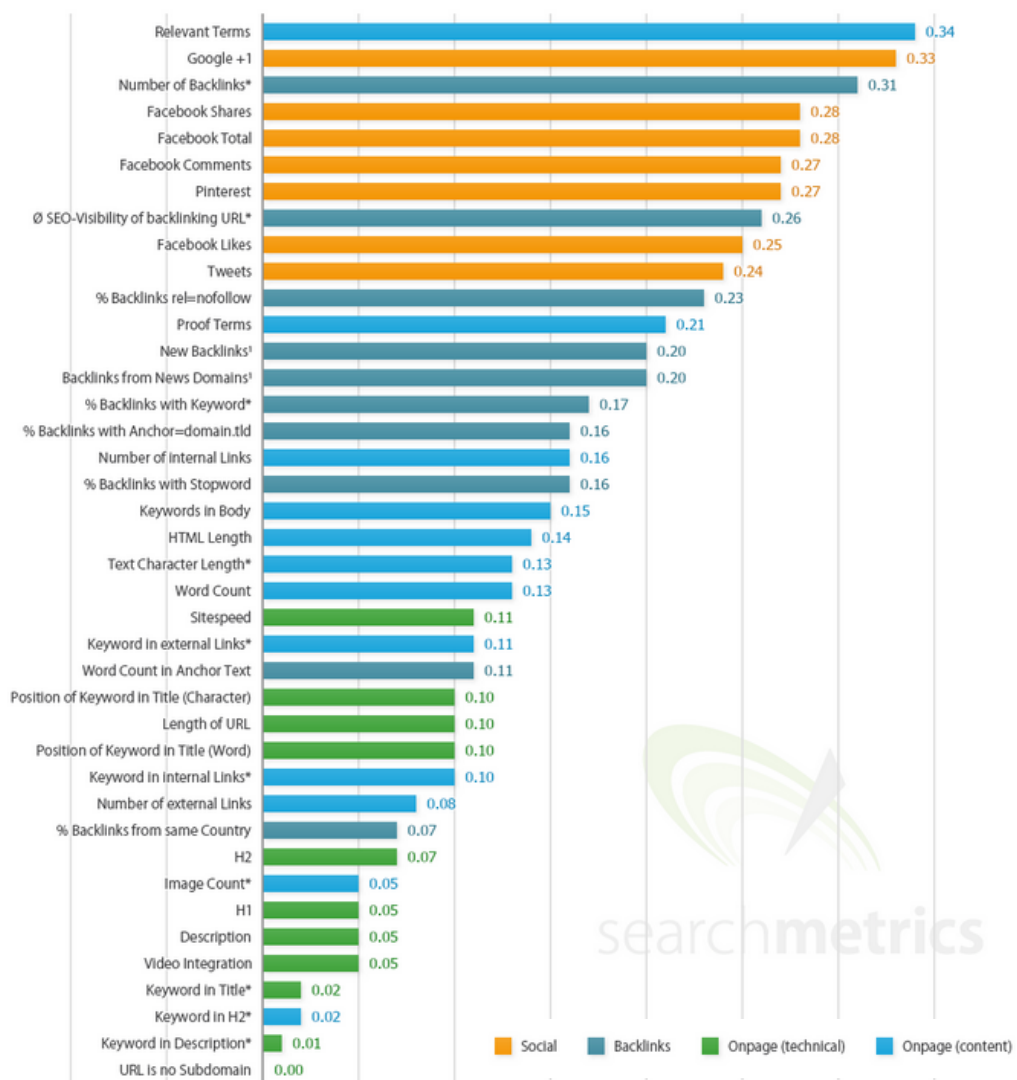
weather.com

Brno, Czech Republic 10 Day Weather Forecast - wea

Online Marketing – SEO

Search Ranking Factors

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



Online Marketing – SEO – Content Marketing

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

Use Lead Scoring to Identify your Qualified Leads ... - Kentico

www.kentico.com/Product/All-Features/.../Lead-Scoring ▾ Kentico CMS ▾

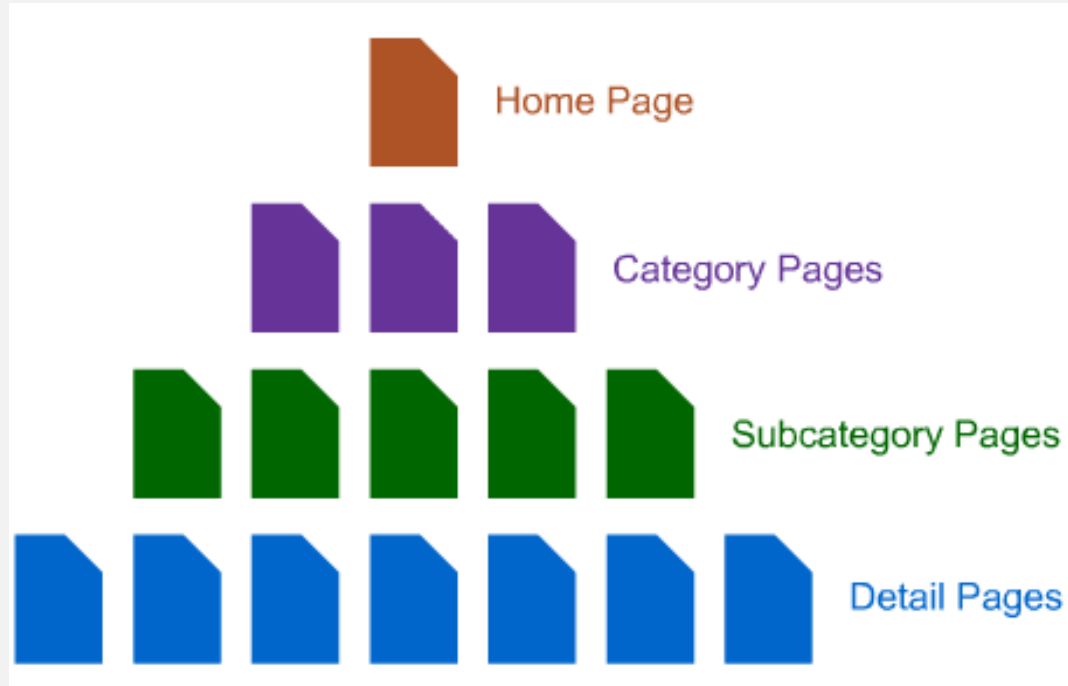
Dec 21, 2012 - Score your leads and increase sales effectiveness with qualified leads.

Boost your revenue potential with Lead Scoring integrated in Kentico ...

```
1 <!DOCTYPE html>
2 <html >
3 <head id="head"><title>
4     Use Lead Scoring to Identify your Qualified Leads and Increase Sales
5 </title><meta name="generator" content="Kentico CMS 7.0 (build 7.0.5179) "
6 <meta name="description" content="Score your leads and increase sales effec
7   potential with Lead Scoring integrated in Kentico CMS. " />
8 <meta charset="UTF-8" />
9 <meta name="keywords" content="CMS, .NET, ASP.NET, C#, VB.NET, portal, cont
```

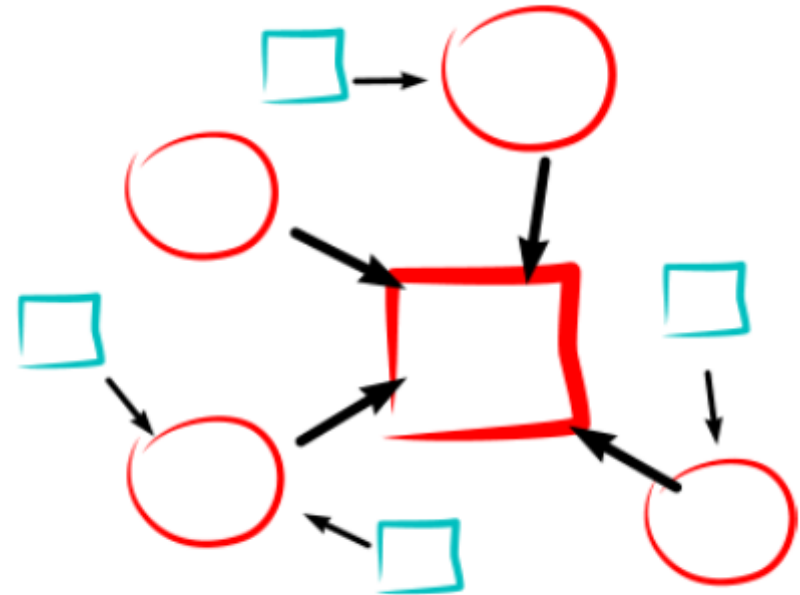
Online Marketing – SEO – Content Marketing

- 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

personalization youtube

Web

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About 10,600,000 results (0.32 seconds)

[What Content Personalization is & How to Use It - YouTube](#)



www.youtube.com/watch?v=RyGDoLTxvkg ▾

Oct 3, 2013 - Uploaded by Kentico

<http://www.kentico.com/Content-Personalization> 6 m

learn everything you need to know about content ...

[Skinit.com - Powering Personalization - YouTube](#)

www.youtube.com/user/SkinitTV ▾

Welcome to the official YouTube page for Skinit.com! Skinit.com - your source for the ultimate in **personalization**. From device skins to wallskins and even sk...

[PersonalizationMall - YouTube](#)

www.youtube.com/user/PersonalizationMall ▾

Check out a behind the scenes video of the PMall Production Warehouse v...

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

Half Page
300x600px

Wide
Skyscraper
160x600px

Skyscraper
120x600

Square Pop-Up
250x250

Large Rectangle
336x280px

Rectangle
180x150

Square
Button
125x125px

Online Marketing - Categories

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

B2B Online Marketing – Email Marketing



<https://www.youtube.com/watch?v=8bmS8j-qtOk>

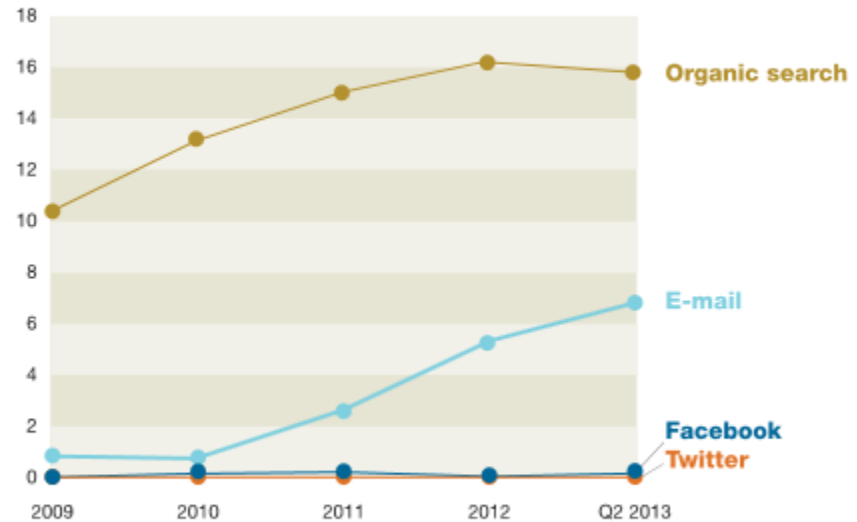


Online Marketing - Categories

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.)

US customer-acquisition growth by channel,
% of customers acquired



Source: Custora, *E-Commerce Customer Acquisition Snapshot*, 2013; McKinsey iConsumer survey, 2012

Online Marketing - Categories

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

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Search term

[+ Add location](#)

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 News headlines Forecast ?

Topics

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Search term

ukraine

Search term

+ Add term

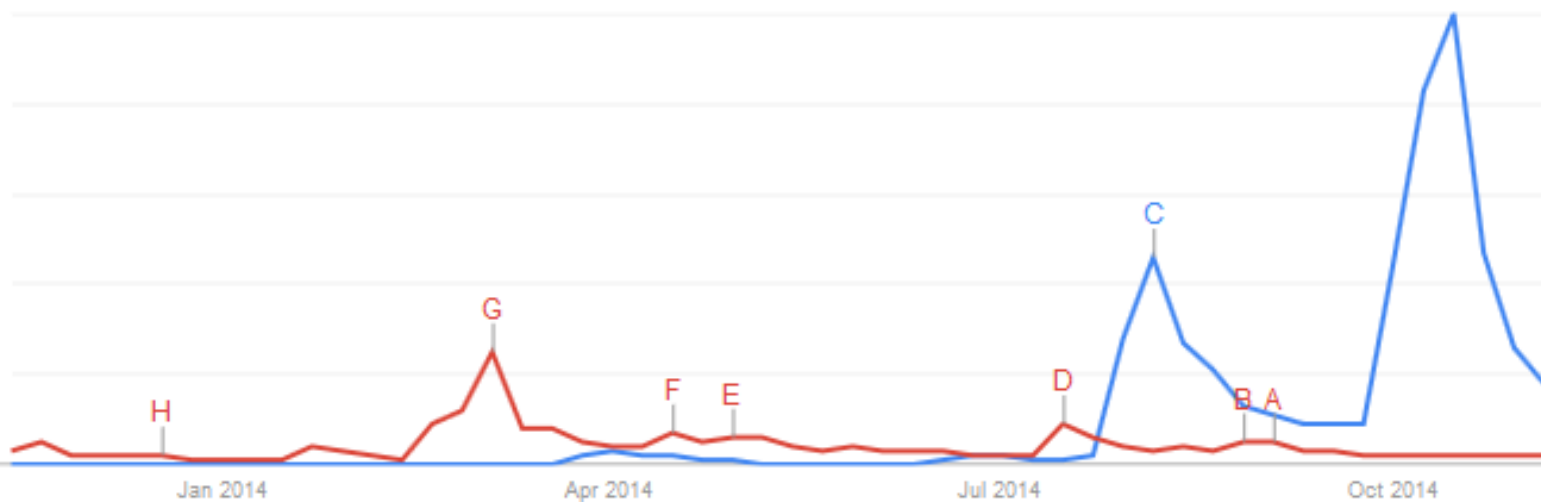
Interest over time ?

News headlines

Forecast ?



Average



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Topics

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Search term

ektron

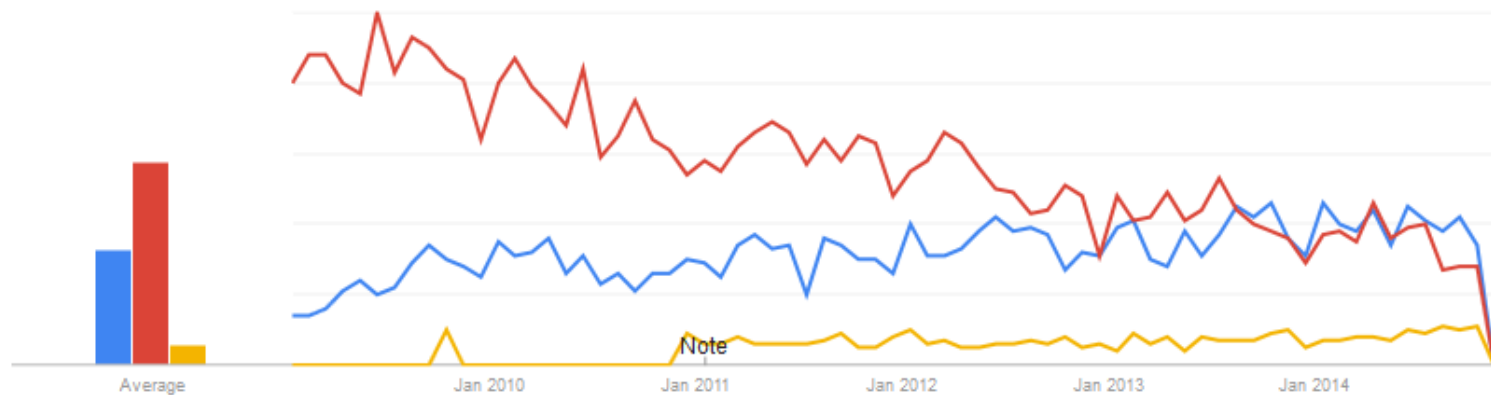
Search term

episerver

Search term

[+ Add 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

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

Web Analytics

- Google Analytics
- Google Search Console
- CrazyEgg
- HotJar
- 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?

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- Steve Gault, Billing Center Manager

"Our goal was to find a single vendor that offered an unbroken chain-of-custody and was able to destroy paper records in a secure, ecologically friendly manner."
- Program Manager, Regional Financial Institution

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Iron Mountain is the trusted leader in secure offsite and mobile shredding.

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Iron Mountain's fully trained and qualified specialists follow strict regulations to effectively comply with privacy laws and regulations.

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Our 24/7 Live Customer Support ensures you will be able to contact our highly trained specialists at any time.

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Secure pick-up and shredding of your sensitive materials. We shred your materials at our secure facility. Trained, insured personnel and highly secure facilities and processes.
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This service is ideal for the destruction of copyrighted, newly-issued, or other highly sensitive materials. Mobile shredding vehicles outfitted with precision destruction equipment.
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A

IRON MOUNTAIN Secure Shredding Services

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SHRED

JUST ONE TIME SHREDDING

WE PICK IT UP GET SHREDDING TO GO


WITNESS IT WE SHRED IT ONSITE

RESIDENTIAL SHRED NEAR HOME

Compliant cost-effective shredding services for all size businesses for one-time and periodic document destruction. Onsite or offsite solutions are tailored to you, Iron Mountain also offers Secure Shredding for Residential Customers and Consumers through our trusted partners.

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B



Visitors randomly distributed

version *a*

version *b*



Page Title

Page Title

News Block

Singup Form

Nav. Bar

Content Body

Nav. Bar

Content Body

Singup Form

News Block

50 signups

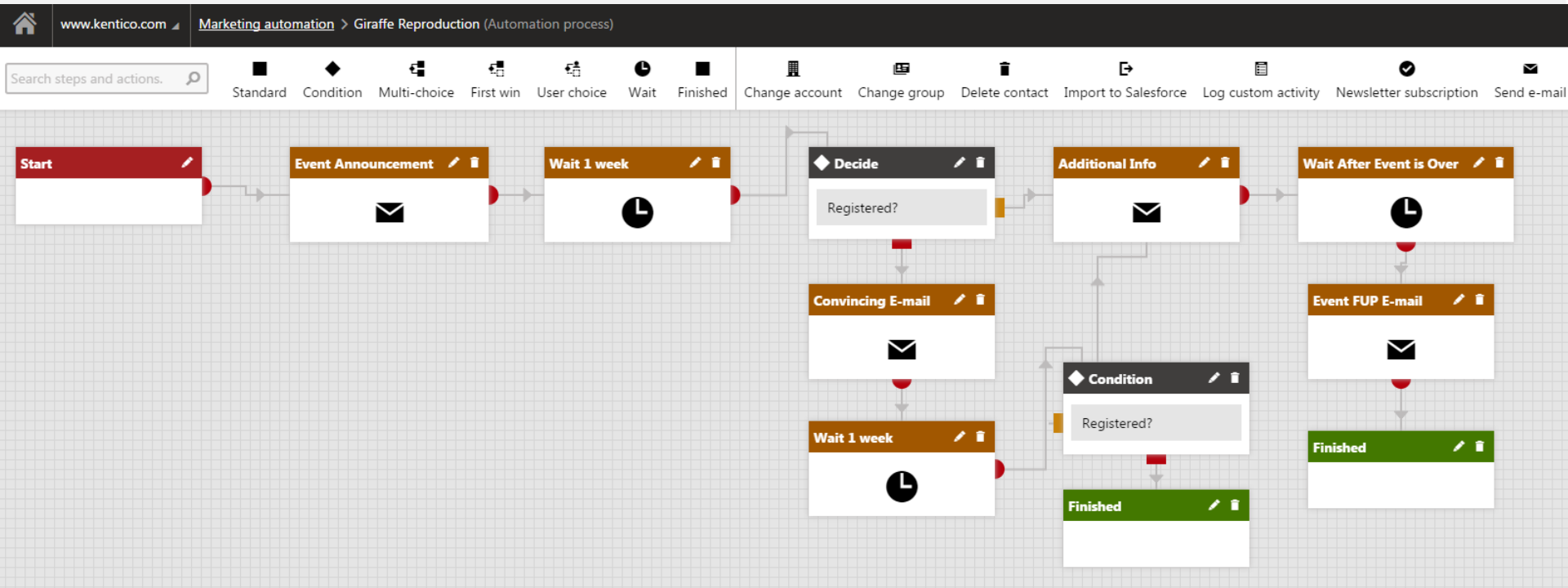
75 signups

Version B is better than version A

B2B Online Marketing

- Email marketing
- Marketing automation
- Content Personalization
- Lead Scoring

B2B Online Marketing – Marketing Automation



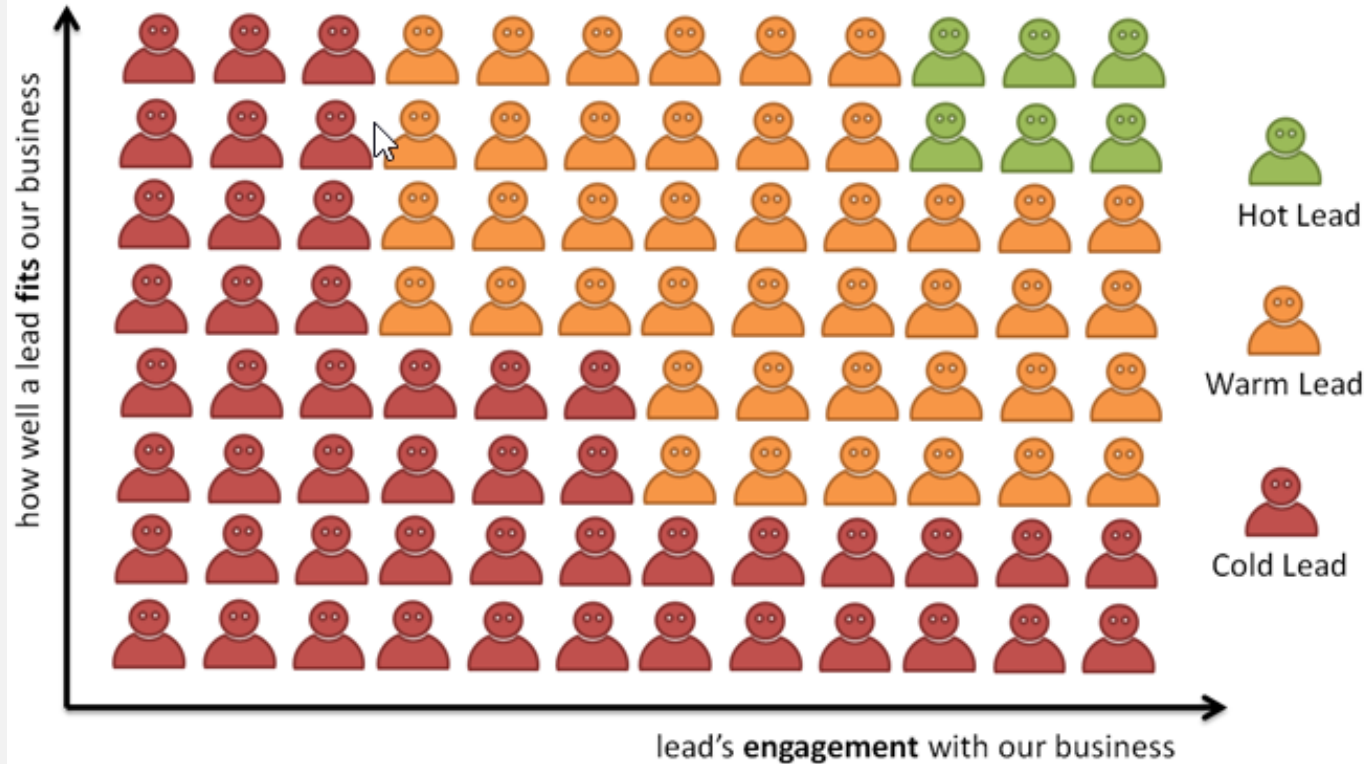
<https://www.youtube.com/watch?v=dFZSSYsxE1o>

Hello [name_here],



<https://www.youtube.com/watch?v=xOh710-9pmk>

B2B Online Marketing – Lead Scoring



<https://www.youtube.com/watch?v=HWeM3OX2cXM>

Key Takeaways

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

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- Developer v ASP.NET
- QA Engineer
- Technical Writer
- CRM Developer/Consultant

www.kentico.com/company/careers

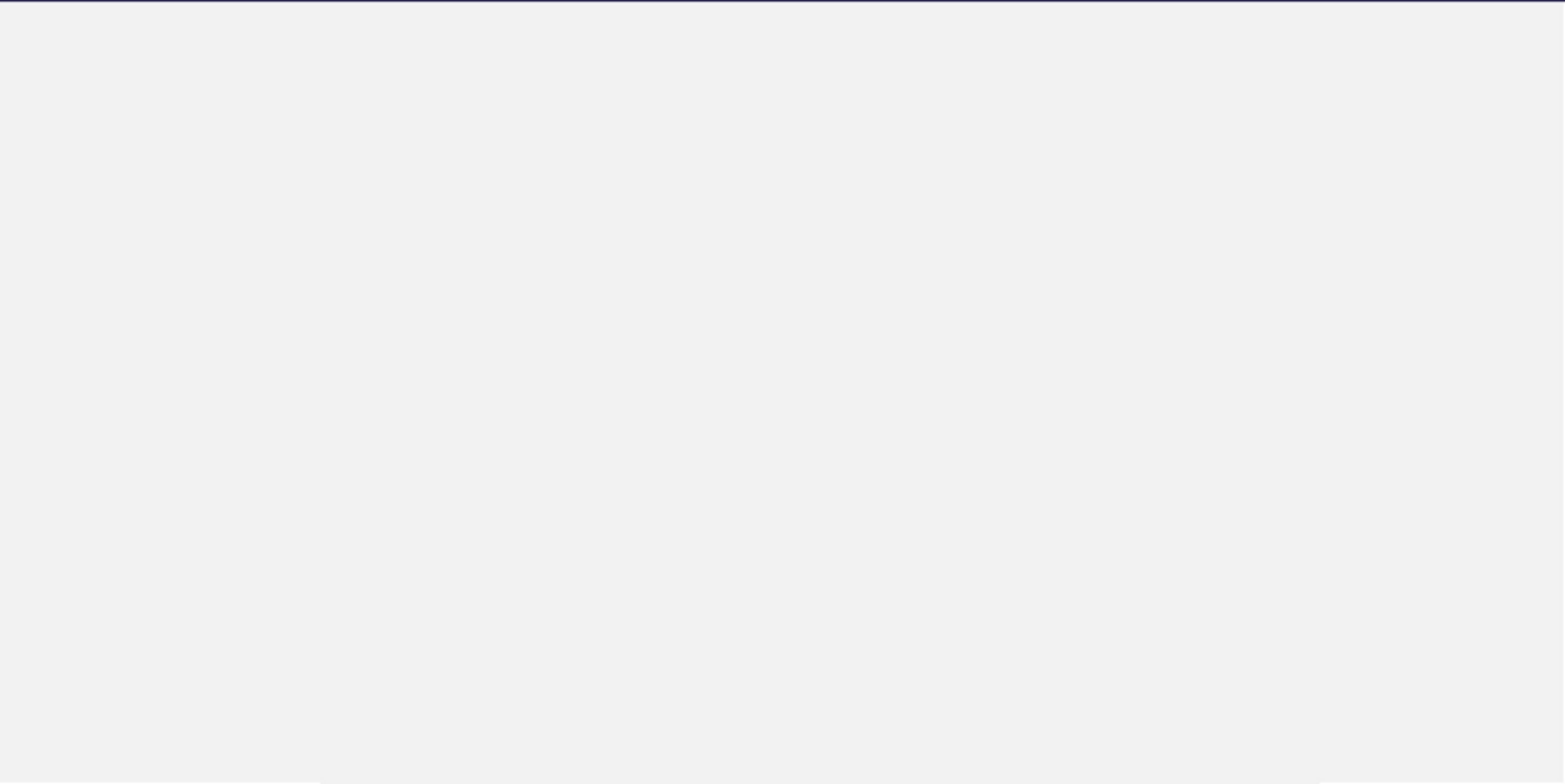


Figure 1 Forecast: US Online Retail Sales, 2012 To 2017

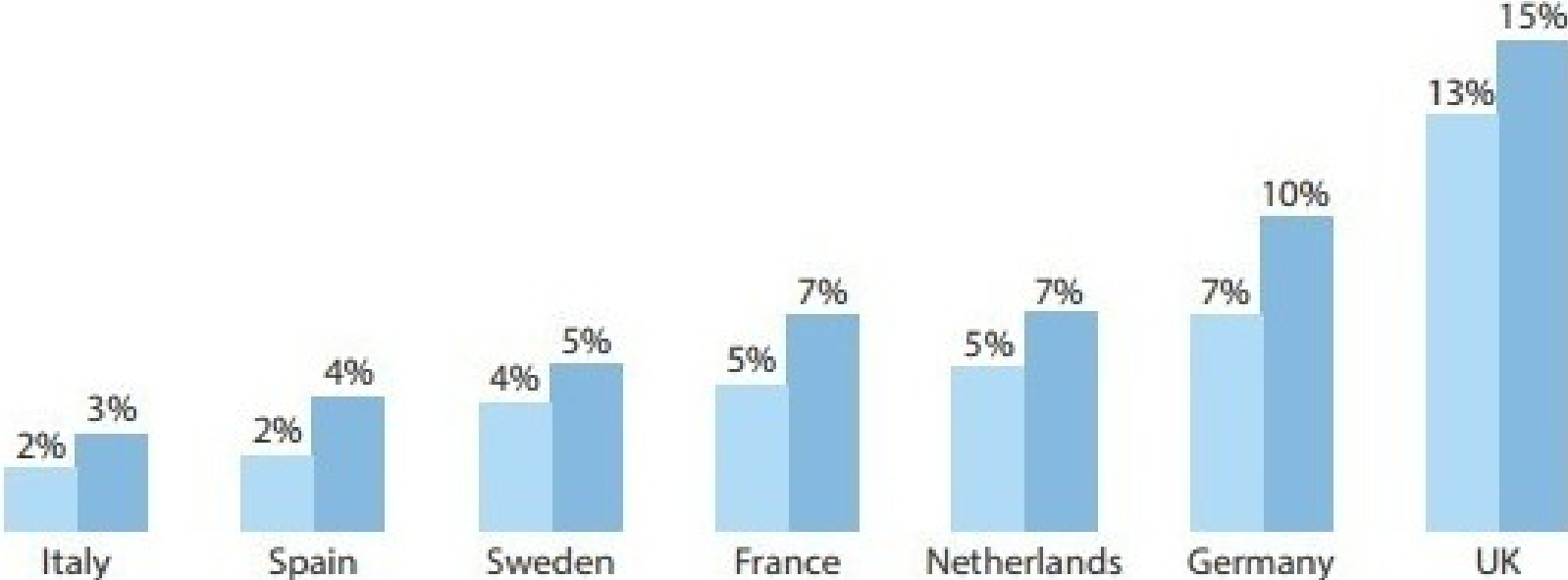


Source: Forrester Research Online Retail Forecast, 2012 To 2017 (US)

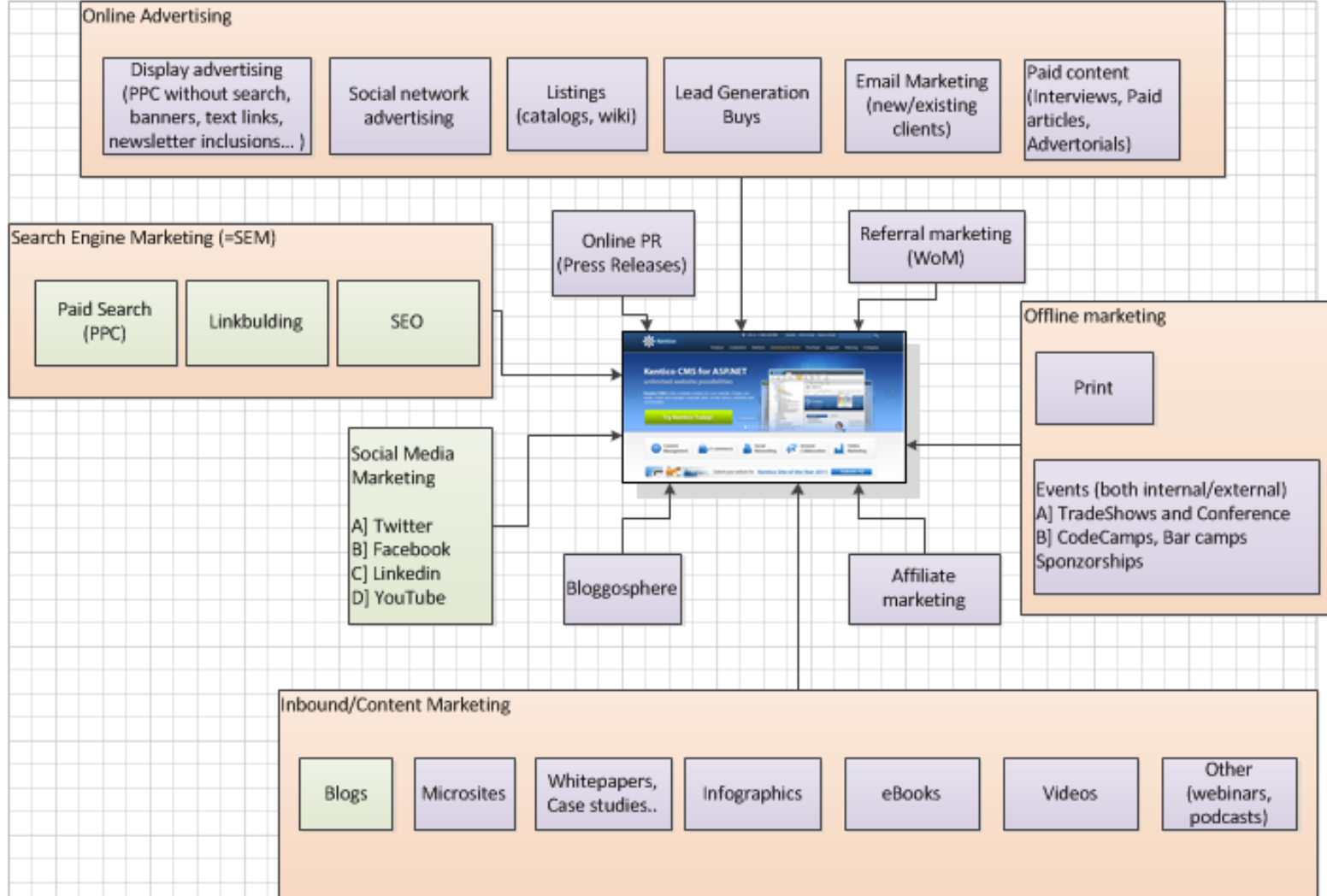
Figure 4 By 2017, Online Retail Will Be A Significant Part Of Many Countries' Economies

Proportion of the country's economy represented by online retail

2013 2017



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



'Sales Lead' A prospective consumer of a product or service that is created when an individual or business shows interest and provides his or her contact information. Businesses gain access to **sales leads** through advertising, trade shows, direct mailings and other marketing efforts.