



Website Marketing Tips

Marketing your company online is not just a one-off task. It must be carried out each and every day. It makes sense to assign someone familiar with social media to have the primary responsibility to create, edit and maintain the various profiles your company has.

Of course, you must have an interesting message to deliver to your community, but that's a different checklist altogether.

It's been long held that online marketing involved using various channels to drive traffic to your main website. You would setup Facebook, MySpace, Tumblr, Twitter and LinkedIn profiles and add enough text to entice the search engines, sit back and wait for people to stumble across these profiles and hope that they would click through to your website.

We've found that's the wrong way to approach online marketing.

Each channel should be approached as an separate marketing asset with different users and a different relationship to those users. Your main website is no longer the final destination as you now interact with your audience where they are, not where you want them to be.

There are many social networks with more appearing each week. This is just a short guide to the most popular.

If you would like help with any of the ideas listed here then call **Wintercorn** on

0800 228 9933

and we'll try our best to assist.

Your main website

- Keep your main website fresh with new article, news and events and post across your network regularly. You can also add relevant industry news and comment on how that might affect your clients
- Make sure you have links to all of your social profiles so that users can easily find them and add themselves/follow if desired
- Ensure that you keep on top of the latest keywords for your specialism and use them in your news articles
- A regular question and answer feature is also a good idea to attract and maintain an audience and can be tied in with Twitter and Facebook to cast a wider marketing net
- Create landing pages for marketing campaigns. These should be in the format www.yoursite.com/campaign. It makes it easier to promote and explain smaller addresses rather than www.yoursite.com/site/home/page?=123456789
- Create a mailing list so you can keep in touch with your customers and even allow them to register and login for additional, premium articles or downloads



Register your Twitter username as soon as you can. They go quickly and if someone else gets your name, it's difficult to get it back. Even if you don't intend to use it straightaway, register anyway and keep it for future use. Twitter works by users posting short updates to gain followers and following other users in turn. You can build a large following in a short time and use this base to market to.

Tweeting tips

- Create your profile with a biography, logo and link back to your site
- Tweet at least one relevant message per day
- Re-tweet at least 2 relevant messages per day
- Follow local businesses and any other firms in your sector
- Use #ff on Fridays to list other users you recommend others follow. Use this sparingly and people will value your opinion
- Always include relevant #hashtags in each post. It makes it easier for others to find your posts and reply if required. Don't overdo the use of hashtags
- Use your tweets to build a relationship with your users on Twitter and don't drive them to your main website unless absolutely necessary
- Get involved in the local community and use your profile to gain awareness for schools and charities

The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font on a dark blue rectangular background.

Create your Facebook page and complete all of the Info required. This gives people who stumble across the page a way of finding out more and contacting you if required. A page also makes it easy for people with accounts to 'Like' your page. This means that their likes will show on their own Facebook profile and you are able to market your firm virally.

- Don't use a personal profile for businesses. Use a fan page or product page instead. Personal profiles are for individuals only and Facebook can remove it if contravenes their terms. Pages can be more easily liked as well
- Make a wall post at least once a day. This can be a summary of a blog or news post from your main website. Create a link back to the original article if so
- Create polls about relevant subjects and ask your followers to complete and repost them
- Canvass your followers for their opinions. It doesn't have to be an important subject, just make sure people can have an opinion about it and use that to build a community on Facebook
- Respond quickly to comments and questions posted on your wall
- Comment on others relevant posts



LinkedIn is a professional networking community. People use this to network amongst business people and promote business related products. It is essential that your firm has a company profile and that your staff all have their own profiles. LinkedIn is a fast moving environment and can be used to promote your firm, your staff and your specialist services.

- Create your profile with as much detail about your company as possible
- Create a company profile and add your employees to it
- Promote the profiles on your main website
- Request to be connected to your business partners and other relevant users
- Accept any relevant incoming connection requests but be careful to avoid too many open (LION) networkers as they will connect with anyone regardless of relevance
- Post your company and community events on LinkedIn
- Update your status with interesting snippets from articles and news with a link back to your main website but remember to build a community on LinkedIn itself
- Join relevant groups and get involved in asking and responding to questions
- Recommend people you trust and ask for recommendations yourself but don't overdo it. Too many recommendations looks suspicious
- Add relevant books you are reading to your profile. It helps you look more approachable and reinforces your expertise

Your blog

You can have a blog on your main website or an external site like [Blogger](#) or [WordPress](#). The advantage of using a separate platform is mainly for search engine optimisation purposes but it does mean another site and login to manage and will need to be styled with your firms branding so that it doesn't detract from your overall message. Think carefully about how you want to be perceived and the values your firm has.

- Create interesting articles and allow people to comment on them. Manage the comments carefully but don't automatically delete ones you might disagree with – it looks bad and people like to be able to speak freely
- Post new articles frequently and try to court some controversy without being offensive or rude. People like to get engaged in a discussion and put their point across
- Respond to comments quickly and allow users to debate the article
- Don't assume you have to direct traffic to your main website. The whole purpose of social media is to engage with users wherever they are and with whatever platform they are using

Promoting your sites

The whole purpose behind social marketing is to engage with your users wherever they are and with whatever platform they are using.

The old strategy of driving traffic to your main website is obsolete. People don't want to click through too many times and if they feel they are being marketed to they will simply go elsewhere.

The theme throughout this document is **relevance** – to your customers and your company.

Always be on the lookout for new social networks and register a username – even if you don't intend to use it straightaway.

For further help

Contact **Wintercorn** on **0800 228 9933** for advice on how to market your brand effectively.