

Creating an Integrated Online Marketing Plan

Opportunities for online marketing are always shifting and new trends emerging. In order to get the best results for your efforts, it is advisable to create an integrated strategy for online marketing. The first step is to set goals and create a plan to meet your objectives. Identify what you hope to accomplish, whether it is to build brand awareness, increase the visibility of a product or website, or generate sales or leads. When you clearly understand your objectives, it is easier to create a plan with effective marketing strategies.

Once you have clearly defined your objectives, the next step is to determine the online marketing strategies that will best achieve your goals. It is important to take the time to understand your target audience to discern the most effective way to reach them. Who are they and where are they most likely to find you? There are many options for online marketing, including paid search, banner advertising, affiliate marketing, targeting a specific geographical area, video ads, and social media.

Effective Online Marketing Strategies

Online Advertising – When making decisions regarding online advertising, you need to make sure ads are placed where they will be seen by your target audience. Where is your target audience? Are they national or in the Topeka, KS area? Choose websites for ad placement with local and regional reach and enough traffic to effectively spread your message to potential customers.

Banner Advertising – Well placed display advertising can be an effective tool for lead generation. Building and placing creative banner advertisements is an important part of an effective online marketing plan for many businesses.

Geo Targeting – In order to reach your target audience in a specific geographical area, you need to focus your advertising efforts on nationally and regionally recognized websites. For example, if you are targeting potential customers in Topeka, KS with an interest in fitness or fashion, ads should be placed on websites with regional appeal among people living in the Topeka area.

Video Streaming Ads – Video content is popular and people watch videos online via computers, tablets, and smart phones. The ads shown prior to the video clips are seen by thousands of viewers each month and offer great potential for increasing brand awareness and generating new business. This method is being used successfully by new companies and the biggest brands.

Social Media – A solid integrated marketing plan will include a variety of methods to reach your potential customers wherever they can be found. Increasingly, this includes social media websites. Social media continues to provide opportunities to reach new customers and connect with current customers to generate repeat business and build brand awareness.

Mobile Advertising – Consumers are using multiple devices to accomplish goals and tasks that range from browsing the internet and shopping online to vacation planning and financial management. It is essential to consider users of mobile devices, such as smartphones and tablets in your online marketing plan.

The most effective integrated marketing plan will utilize more than one of these methods. For example, you may choose to use online advertising, mobile advertising, and social media. Consider your objectives, target audience, and your budget to develop a plan that is tailored to your unique business.