

Is it time to hire an expert to take over your business' online marketing?



A GUIDE TO FINDING THE **RIGHT** ONLINE MARKETING “**TEAM**”



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When it comes to online marketing, **BlaineTurner Advertising, Inc.**, devises strategies that fuse content with technology and helps your brand make deeper connections through blog posts, white papers, forum posts, positive consumer reviews, social network activity, social bookmarking, news feeds, and viral articles.

With the rise of online marketing, how do you know it's time to hire an expert to take over? Also, how do you know you are partnering with the perfect agency? It takes some time and research.

As mentioned prior, the increase in popularity of online marketing has caused "experts" to pop up literally everywhere. We can group these individuals into three main categories.

1. **All Or Nothing Expert** - these individuals are consistently online, and tend to have a high number of followers- essentially they look good on paper. They live and die by social, and feel you should put all your eggs in one basket.
2. **Know A Little About Everything Expert** - These agencies know how to use social media and online tools, but don't understand or offer the strategic approach behind the campaign. The most important part of an online media campaign is identifying the goals, objectives, and measurable objectives. These agencies are missing the mark, or should I say strategy?
3. **The Team** – The team is comprised of multiple individuals who all excel in the core components of the campaign. The online campaigns they produce consist of multiple levels including research, planning, knowledge of tools, implementation, and measuring. They integrate the online campaign into your overall media strategy, making it another tool in your tool box.



Once you are ready to take the plunge, and start interviewing agencies, it might be overwhelming. The most important thing is to ask questions, to ensure you are getting the best team possible. Below are a few questions to ask.

1. What is your agency's background in online marketing? *Always ask for case studies!*
2. How does your agency use online marketing? *Make sure to follow them and you can be the judge.*
3. Is research part of their online marketing strategy? *If the answer is no, run away immediately!*
4. Why should my company's marketing strategy utilize all forms of online media? *The correct platforms for your company will be dependent upon client demographics, psychographics, and campaign goals and objectives.*
5. Should I stop all of my current traditional marketing? *Online marketing should, again, be ONLY another tool in your toolbox.*
6. Can you measure the ROI on my campaign? *The answer should be YES! At the end of the day, isn't it all about the Return On Investment?*



Curious whether online marketing is a right fit for your company?
Ask us! We would love a chance to talk to you about your current marketing strategies, your clients and your business, and how we can integrate online media into your overall marketing campaign.



BlaineTurner Advertising, Inc., located in Morgantown, WV is a full-service advertising and marketing agency offering: Graphic Design, Mobile Web Development, Web Design, Video and Audio Production, Social Media and Online Marketing, and Tradeshow and Event Planning.

Some Basic Online Marketing Definitions To Help You Communicate More Effectively With Us

Banner Ad: An online ad that is on top of many commercial Web sites. When clicked, it takes you to the advertiser's landing page.

Landing Page: The advertiser's web page to which a user is directed after clicking on an ad.

Search Engine Optimization (SEO): The process of getting traffic from listings on search engines, such as Google, Bing, and Yahoo.

Lead: a lead indicates a potential customer who has expressed interest in a product or service.

Click-Through Rate (CTR): The rate at which visitors click an advertisement, usually calculated as a percentage of ad impressions.

Impressions: The number of times the user sees the advertiser's ad.

Clicks: The number of times the user clicks on the advertiser's ad.

QR Codes: Scanned with a smart phone, it allows users to instantly learn more about a product or service, by visiting a mobile version of the advertiser's landing page.

Cost Per Click (CPC): A cost model used in online advertising that allows the advertiser to pay only when a user clicks on the ad.

Google™ Analytics: A program used to measure, collect, analysis and report Web site data for purposes of understanding and optimizing Web usage.

Conversion: A "conversion" occurs when a potential customer takes the advertiser's intended action.

LEARN HOW YOU CAN ACHIEVE THE "MAXIMUM" RETURN BY UTILIZING THE
METHODS WE IMPLEMENT EVERY DAY FOR OUR CLIENTS



MAXIMO

The BTA Solution for Maximizing Your Marketing Online

