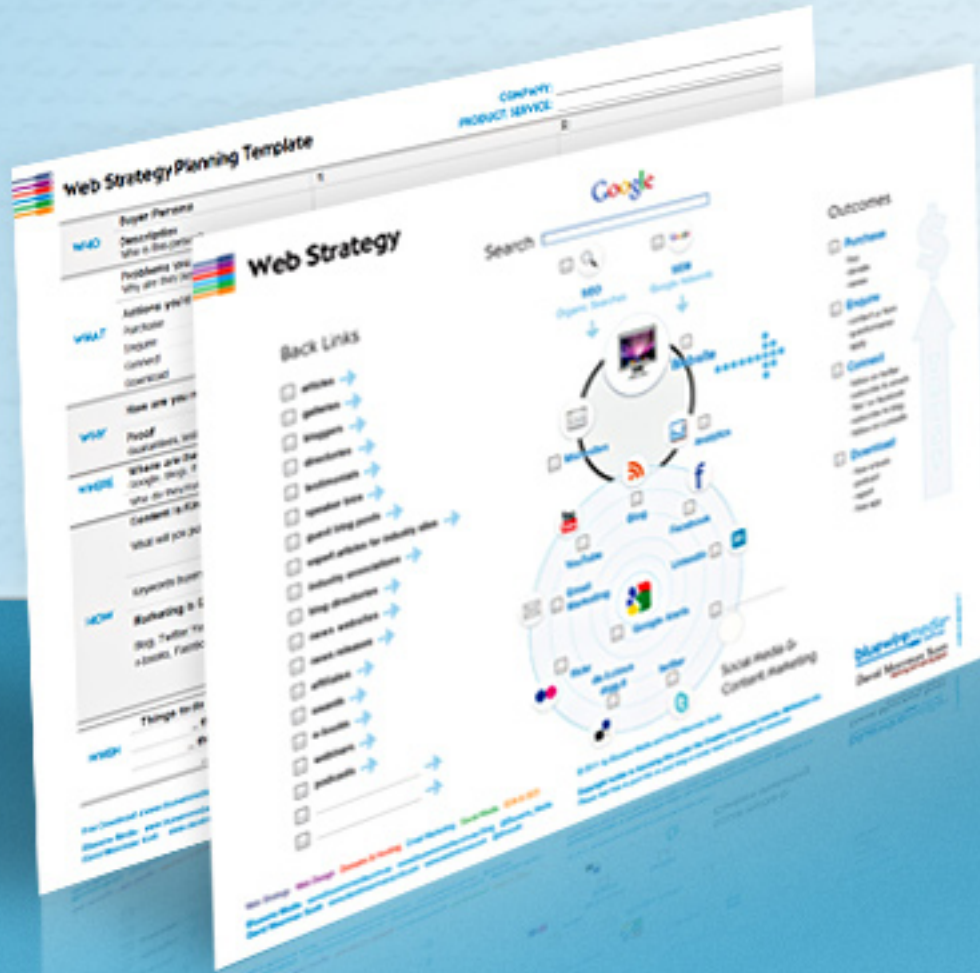


"A solution that makes it easier for marketers to reach buyers directly."
David Meerman Scott - bestselling author of **The New Rules of Marketing & PR**



WEB STRATEGY SECRETS



The easy way to save a fortune on marketing, attract genuine buyers and make the most of the web!

By Adam Franklin & Toby Jenkins
Founders of Bluewire Media

Foreword by David Meerman Scott



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David Meerman Scott
[@dmscott](#)

Best selling author of *The New Rules of Marketing & PR*, international speaker and marketing strategist.

Foreword by David Meerman Scott

As I speak with people from around the world – those who have read my book [The New Rules of Marketing & PR](#) (published in nearly 30 languages from Arabic to Vietnamese) or who have seen my dozens of talks a year – many tell me that they struggle with how to get started using my ideas to generate attention for their business.

Most of the implementation challenges people describe involve the shift from marketing products and services to the much more effective approach of focusing on buyer personas and creating information that helps solve problems for buyers. A secondary challenge is to get marketers away from a reliance on offline marketing techniques and started with online initiatives.

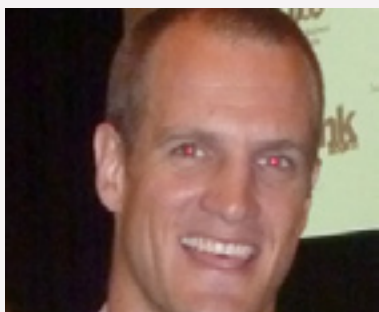
Adam and Toby shared their ideas on implementation challenges with me about a year ago and we decided to collaborate on creating the planning template found in this ebook. It distilled some of my ideas and many of Adam and Toby's into a solution that makes it easier for marketers to become goal oriented and to reach buyers directly.

The way I use this template in my work is when someone says, for example, "I want to start a blog." I point them first to the template and have them start planning there.

I join with Adam and Toby in wishing you much success in gaining attention for your business.



Adam Franklin
@franklin_adam



Toby Jenkins
@toby_jenkins

Introduction

Being born just prior to the Internet Age and growing up during it, puts our generation in an historically unique position.

On a personal note, we've been best of mates since 1986 when we met in Grade One. The entire school shared two computers. In the 25 years since then, technology has advanced at the speed of light and the web has changed the way we live. Forever.

So when we started Bluewire Media in 2005 as non-techies, we faced exactly the same challenges as you. "How can we make the most of the web?"

Fortunately we are in the rare position of being unclouded by out-dated concepts of 'traditional marketing' yet unhindered by 'technical know-how' that can cause you to lose touch.

The **Web Strategy Planning Template** is the tool we co-created with David Meerman Scott to help organisations plan their web strategy.

Web Strategy Secrets is the ebook on how to actually do it.

It's what we've learnt on the frontline of the web's trenches – all explained in layman's terms. It is written for business owners, CEOs, marketing professionals and people who use the web on a daily basis.

Please let us know if you find it useful!



Acknowledgements & Thanks

Thank you to all the people who inspired this e-book. Thanks for your help whether it was in person or via your presentations, books, videos, interviews, tweets and blogs!

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If you find this e-book useful please feel free to blog about it, tweet it, email it to a friend and otherwise share it with the world. The authors simply ask that you don't alter, transform, or build upon it without prior consent.

The link for [Web Strategy Secrets](#) is www.bluewiremedia.com.au/web-strategy-secrets-ebook.

Version 1.0

Credit

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Full disclosure

Affiliate links have been used in this e-book, which means if you click through and buy something, we are likely to earn a small commission. Plus we have business relationships with several people and organisations mentioned in this e-book.

Web Strategy Planning Template

Have you downloaded the free [Web Strategy Planning Template](#)?

If you haven't already done so, we recommend printing it out as a reference. The [Web Strategy Secrets](#) e-book will be your guide to filling it out and implementing it!

Now, let's begin.



Web Strategy



Search



SEO
Organic Searches



SEM
Google Adwords



Website



Microsites



Analytics



YouTube



Facebook



Email Marketing



LinkedIn



flickr

de.li.cious

digg.it

twitter



**Social Media &
Content Marketing**

Back Links

- articles
- galleries
- bloggers
- directories
- testimonials
- speaker bios
- guest blog posts
- expert articles for industry sites
- industry associations
- blog directories
- news websites
- news releases
- affiliates
- awards
- e-books
- webinars
- podcasts
- _____
- _____

Outcomes

- Purchase**
 - buy
 - donate
 - renew
- Enquire**
 - contact us form
 - questionnaires
 - apply
- Connect**
 - follow on twitter
 - subscribe to emails
 - 'like' on facebook
 - subscribe to blog
 - follow on LinkedIn
- Download**
 - free e-book
 - podcast
 - report
 - free app



Free Download at www.bluewiremedia.com.au/web-strategy-planning-template

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David Meerman Scott
Marketing and Leadership Speaker



Web Strategy Secrets: One Page Summary

Your website is the centre of your 'web universe' – and it has four key functions:

- ▶ People **download** information,
- ▶ They **connect** with you,
- ▶ They **enquire**; and
- ▶ (If you're lucky!) They **purchase** from you.

The easier your website is to find and use the more successful a business tool it will prove to be.

That's why your website is only one small part in your web strategy. Enter the stalwarts in the world of the web: **search engines**, **back-links** and **social media**. They work together and are all driven by the same thing: **remarkable content**.

- ▶ Create remarkable content and people will share it with their friends on **social media** (like Facebook, Twitter and blogs).
- ▶ If your content is really good people will link to it - **back-links** are the currency of the web.
- ▶ The more back-links you have, the higher you'll appear on **search engines**.

Understanding **WHO** your ideal buyers are, **WHAT** problems you solve for them, **WHY** they buy from you and **WHERE** they are on the web helps you determine **HOW** and **WHEN** you create remarkable content for them.

This e-book will help you generate ideas for remarkable content and build trust with your customers. You'll learn how to attract back-links, build a social media profile and get to the top of Google.

Plus, hopefully you'll have lots of fun along the way and save a fortune on marketing!

"On the web, you
ARE what you
publish."

David Meerman Scott



“Content is King but Marketing is Queen. And the Queen runs the household.”

Gary Vaynerchuk

author of “Crush It!” and founder of Winelibrary.TV

“Trust is the single most valuable commodity on the web.”

Chris Brogan and Julien Smith

authors of “Trust Agents”

PART ONE

Your Website: The hub of your web strategy

Your website sits in the middle of your web universe and is central to all your web activity. Your website should be easy to use and easy to find!

However you may be surprised to know that it only constitutes about 25% of what you should be doing on the web. Unfortunately, this is where many people start and stop their web strategy.

Your website needs to be found on the web which is why back-links, social media and search engines are important.

Outcomes: What can happen on your website?

The purpose of your web strategy is to drive commercial outcomes and there are four key actions people can take when using your site.

1. Download some (free) information,
2. Connect with you on social media,
3. Enquire about you; and
4. Purchase from you.

But what people are comfortable doing on your website depends on how much they TRUST you.



Your website is like your shop front or office – where the business takes place. You're rarely going to do business with someone you don't trust, right? So your job is to earn your customers' trust. And how do you do that? Simple. Let them get to know you. Take the risk out. Share your knowledge with them. Here are some ways to do this.

Download (eg. free e-book, whitepaper, podcast, free app)

If someone doesn't know you or hasn't heard of you, you need to build their trust. The best way of doing this is giving them something of value. For free. With no registration. Then that person can get a feel for what you're about and they've nothing to lose in deciding to engage with you and your ideas.

Connect (eg. follow on Twitter, subscribe to blog or email, like on Facebook, follow on LinkedIn)

If they like you so far, you need to give them an option to get to know you better. There are several options here, but we recommend you allow them to:

- ▶ Sign up to your email newsletter,
- ▶ 'Like' you on Facebook,
- ▶ Connect on LinkedIn,
- ▶ Follow you on Twitter; or
- ▶ Subscribe to your YouTube channel.

This way, they are still in control and can un-follow at any time. They aren't anxious that sales people may harass them and that's important. As they get to know you, their trust in you will build.



Enquire (e.g. contact us form, questionnaire, apply or call)

A significant achievement is to have someone trust you online. But of course, one wrong move can erode that trust so it's important to maintain it.

With that trust, when someone (or one of their friends) is in the market for your services, they can enquire – usually via your website, by emailing you, calling you or filling out an enquiry form.

Purchase (e.g. buy, donate or renew)

The ultimate sign that someone trusts you, your organisation and your website is when they actually part with their money and buy from you. It is easy to have credit card payment facilities on your website. If people are purchasing from your website, congratulations. You've earned their trust.



“Inbound Marketing is marketing focused on getting found by customers.”

Brian Halligan

co-author of Inbound Marketing & HubSpot CEO

There’s a saying on the web: “drive traffic to your site.”

But without any ‘roads’ how is that traffic going to make it?

Inbound Marketing: Getting people to your website

Everything you do as part of your web strategy should have two things in mind:

- ▶ Building trust; and
- ▶ Getting people to your website.

All Roads Lead There

You need to start thinking about your web presence like a city – let’s call it New York.

New York has thousands of roads leading in, hundreds of bridges, a bunch of ports, three airports, countless high rises and ten million people. The more attractions people have to see, the more they want to visit and the more roads will lead there. Popular, vibrant cities share plenty of similarities with popular and vibrant websites.

You want more people visiting your website, since that is where your commercial outcomes take place. So people must be able to find it!

BEWARE: The most common mistake people make is building a website and then crossing their fingers that people find it. If you don’t make a concerted, continued effort to drive traffic to your website, it will inevitably lead to poor results.

Be a city, not a “small, remote town, with a treacherous dirt road in”.



“Remarkable content by definition, is what people remark about, link to and share.”

Seth Godin

bestselling author & international speaker.

The positive flip-side is that you can get high and consistent numbers of good quality visitors to your website if you follow this golden rule: “**remarkable content wins on the web**”.

Social media (like Facebook and Twitter), back-links (other websites that link to yours) and search engines (like Google) work together. Master them. They are your friends.

Here’s how social media, back-links & search engines work together:

1. If you have useful, relevant and interesting content – ideally for free – on your website, you can share it using social media on Facebook, Twitter & LinkedIn. This allows more people to find it and share it with their friends.
2. If it is really good, these people will link back to that content from their website (a back-link).
3. And because search engines, like Google, rank websites according to content and back-links (these are a token of online popularity), the more content and more back-links you build up, the higher you are going to rank in your niche.

In the next few sections, you’ll learn what to avoid and how to do the specifics.



“Think like a
publisher”

David Meerman Scott

TIP: Make your next hire a journalist, rather than a marketer.

Remarkable Content

The content you create will be remarkable to your audience if it solves their problems.

Your writing should:

- ▶ Tell stories,
- ▶ Be customer focused,
- ▶ Be concise; and
- ▶ Use keywords.

Tell Stories

Your content will be remarkable if it is interesting. You read magazines, books and newspapers for the stories, don't you? Not the adverts. People are sick and tired of reading 'marketing guff' about your products and services. Instead write articles or create videos that help solve people's problems, are entertaining, educational and add some value!



Customer-focused

You must talk your customers' language. In their excellent book [Reality Marketing Revolution](#) Mike Lieberman and Eric Keiles discuss the importance of 'YOU' copy.

Take the "red/blue test" to make sure your writing (aka your *copy*) is focusing on your customer.

Use a red pen to circle how many times you have 'ME' copy. That's every time you have written 'I', 'we', 'us' or 'our company'.

Then use a blue pen to circle all the times you use 'YOU' copy. That's when you've written 'you' or 'yours'. If the 'YOUs' (blue circles) far outweigh the 'MEs' (red circles), you're keeping it compelling to your audience because it's all about them.

Concise web-copy

When we read online we skim. We often don't even read a short article or post all the way through. Keep that in mind when you're writing content. Summarise your points before you elaborate.

That way, people can know what to expect and whether they'd like to know more. Also, if they don't keep reading, they'll still get the point.



Use Keywords

Google can tell what your website is about by words you use in your web copy. For that reason stick to the point and don't be cryptic. Use words that your buyers would be typing into Google.

A good way to tell if your writing is on track is to copy and paste it into [Wordle](#) – it will generate a word cloud that shows the most frequently used words versus the lesser used words. Think of it as a pretty visualisation of how Google reads your content.

Use bullet points, headings and bold words to emphasise your keywords or main points. Search engines recognise these bits as being important and so do your readers.

If you'd like a brilliant how-to guide on web copywriting, we highly recommend [SEO Copywriting by Glenn Murray](#) for \$39.97 USD.



“Stop wasting money blasting marketing messages nobody cares about. Instead get found.”

Brian Halligan

“Social Media are the tools – real-time is a mindset.”

David Meerman Scott

Stop Interrupting People!

Traditionally marketers have persisted with Outbound Marketing – junk mail, TV ads, cold calls, banner ads, press ads and billboards. Seth Godin calls this practice Interruption Marketing and deems it ineffective in today’s world because people can and do block it out so easily. Godin says the key these days is ‘Permission Marketing’.

On the web, permission is paramount because people can unsubscribe, un-follow, unlike or simply click past you. It is up to YOU to create compelling and remarkable content that people actually want to read (and share)!

Social Media: Getting involved

One way people will find out about you and connect with you is via social media. Think Facebook, Twitter, YouTube, blogs and email. If the information you publish is remarkable, then people will help you spread these ideas far and wide using social networks.

‘Social media’ refers to websites and tools that allow you to publish information, share information or connect with other people.

And since social media tools allow you to publish and share information instantly, it is important to shift your thinking to a “real-time” mindset. It is also well worth writing a social media policy to provide guidelines for the people in your organisation so they know how to behave.



“Teaching sells.”

Darren Rowse,
ProBlogger

Tools of the Trade



Blog

A blog is a publishing tool – usually a personal or company journal and part of the main website. People use blogs to express their ideas, comment on their industry and position themselves as thought-leaders. Your blog is where you would ‘house’ most of your remarkable content.

Blog about stuff that helps people solve their problems!

Ideally, if your content really is remarkable other people on the web will link to you and share or comment on your blog posts. Later we’ll discuss a whole range of ways to attract back-links to your site.

If you’d like an easy way to know who good your next blog post is, we recommend buying [The Copywriting Scorecard for Bloggers](#) (\$27.97 USD). It’s written by Darren Rowse (@ProBlogger) and Glenn Murray (@divinewrite) who are two of Australia’s best blog writers.



Facebook

Facebook is now the most popular website on the internet. It allows you to connect with friends to share photos, stay in touch and see what others are up to.

Organisations can put up their own Facebook page, so whether you’re representing a celebrity, company or sporting team you can have your own page on Facebook.



LinkedIn

LinkedIn is what many people refer to as 'Facebook for work.' It allows you to post a professional profile of yourself – an online CV – and your organisation. You can put up your job history, recommendations and it allows you to connect with your professional contacts – much like an online rolodex – except when people change jobs you don't lose contact!

It is also a great tool for attracting and recruiting talent as well as giving your company online credibility.

Email Marketing

Email isn't usually associated with being 'social media' but in fact it was the very first form. It's personal, easily shared and easily unsubscribed from (assuming the emails are SPAM compliant).

Use email marketing to spread your remarkable content!

YouTube

This is a tool for publishing videos. Anyone can upload a video straight from their phone, camera or flip-cam in minutes and host it online for free, for the world to see! Since TV is more popular than reading, it makes sense to use video.

Twitter

This is a publishing tool designed to help you share or receive information. You have 140 characters to compose your 'tweet' which is then seen by those who follow you. This micro-blogging technology is often misunderstood by the uninitiated as inane or a waste of time. But nothing could be further from the truth.



TIP: Since you've only got 140 characters (on twitter), try URL shortening tools like [bit.ly](#) to shrink massive URLs down to 20 characters.

It doesn't matter if you're a political leader ([Barack Obama](#)), business leader ([Jack Welch](#)), movie star ([Ashton Kutcher](#)), company CEO ([Zappos.com](#)), celebrity ([Oprah](#)), blogger ([Seth Godin](#)), journalist or individual with an opinion – it's a great way to build trust, online credibility, connect with people and influence others. Twitter offers the most value when you also have a blog as it's the perfect way to share your thought leadership with the world.



De.li.cious and Digg

These are 'social bookmarking' tools which means you can bookmark a page you like and find it later. In doing so you're also 'voting' for articles and web pages that you find valuable. The most popular articles on the web rise to the top of sites like Digg and attract more traffic.

[Reddit](#) and [Stumbleupon](#) are two other social bookmarking sites that are on the rise, so keep your eye on them too.



Flickr

Flickr is a publishing tool for photos, kind of like YouTube but for still pictures.



Google Alerts

This is a monitoring tool that allows you to know whenever your organisation's name, CEO's name, or your name is mentioned on the web. It's free and one of the most powerful tools available to you.



The #1 thing to get from this e-book is that content marketing is the key to online success.

“92% of people only look at the 1st page of Google results. And the organic results are the most trusted.”

Llew Jury, [Reload Media](#)

Search

The main path to your website is often via Google and the other search engines. There are two ways to show up on these sites – either paid advertising like Google Adwords, or through natural organic results, usually achieved by SEO (search engine optimisation). Search engines always look for websites with information that matches up with what people are searching for.

Think about it. People usually search when they have a problem they need solving, so doesn't it make sense to publish information that helps solve people's problems?

Nothing else builds your credibility, trustworthiness, back-links and search engines ranking like remarkable content!

Organic Results (free)

These are the results that appear on the left-hand side of your screen and that take up the most space. These results are unbiased and are ranked using Google's Page Rank algorithm (a complicated mathematical formula). Google tries to deliver the most relevant matches to someone's search.

Search Engine Optimisation – SEO – is the term used to describe getting your website ranking highly on Google.

The only catch is that optimising your website can take 3-6 months to see results, however once you're there, it can be easy to maintain.



HOW DOES GOOGLE RANK YOU?

Essentially Google ranks websites based on two things: content and back-links.

CONTENT

If the content on your website matches what the person is searching for, Google will list your website. However whether you are ranked 1st or 10,000,000th is dependent on back-links.

BACK-LINKS

These are the links on other websites that link to yours. The higher number of good quality back-links you have, the higher your Google ranking will be.

The best way to get back-links is to publish remarkable content because people will link to it from their websites.

Some organisations like to hire an SEO company to help out, which is recommended if you can afford it. However if you simply follow the golden rule of publishing remarkable content, you'll be surprised at how dramatically your rankings improve!

If you fancy giving it a go yourself, an excellent e-book is [SEO Secrets by Glenn Murray](#). For \$49 USD, Glenn Murray (aka [@divinewrite](#)) shares every single thing he knows about SEO.



Google Ads (paid) aka Search Engine Marketing, SEM, Pay Per Click, PPC.

If you want fast results on Google – like today – the quickest way is to buy some Google Adwords. You get to write your own headline, description and link to any page you like.

The way you get charged by Google is using a silent bidding system. You can nominate what you are prepared to 'pay per click' (hence the name) for certain keywords. If you are willing to pay the most, you are most likely to appear at the top.

There are a few exceptions where the highest bidder won't be top but this only happens if you are being sneaky. If you try to trick Google, you'll probably be penalised.

Don't worry though, you'll be fine if you write ads that are relevant to the website you're linking to.



Remarkable content that people love to link to is known as 'link bait'.

Back-Links: Your web wealth

Back-links are the currency of the web. In the same way that dollars are the measure of financial wealth, back-links are the measure of web wealth. Not only do back-links increase the number of direct visitors to your website, they also help propel you up Google's ranks.

Unlike traditional marketing where information is published one day and gone the next, information tends to stay on the web forever. A popular article will continue to attract back-links long after it is published!

There are many types of back-links and plenty of ways to attract them. Here are a few:

ARTICLES

Remarkable content is the key to web marketing, so you can start practising by writing and submitting articles. Sites like [Ezine-Articles](#) let you submit articles for free (so remember to include a back-link to your website in your author bio). However, the real power with submitting articles to sites like these, is that other website owners can re-publish your article on their website which earns you a back-link every time! That's why the quality of your article is so critical.

GALLERIES

There are plenty of galleries online where you can submit your work regardless of your industry.



BLOGGERS

The best way to attract excellent back-links is to earn the attention of bloggers. Write something thought provoking and see if bloggers comment and link to your website. Or, why not send it to influential bloggers who you think might find it valuable? Write a review of an industry relevant book and send it to the author. The key here is to get creative – find different ways to get your work noticed.

DIRECTORIES

There's an abundance of business directories on the web. Most are free and they nearly always allow you a back-link.

TESTIMONIALS

People love putting testimonials on their website, so why not write one for somebody who has delivered great service and include a back-link to your website on it.

SPEAKER BIOS

If you're in the business of speaking to audiences, you'll usually need to provide a speaker bio, so just include a back-link to your website when you do.

GUEST BLOG POSTS

Fellow bloggers are always keen for great content, so if there's a blog you follow where you can provide a new insight, ask if you can write a guest post. Check out [My Blog Guest](#) as a way of finding potential blogs to contribute to.



And you guessed it, include a back-link!

EXPERT ARTICLES FOR INDUSTRY SITES

You can also ask to write expert articles for industry websites.

INDUSTRY ASSOCIATIONS

If you're a member of industry associations, there's often the opportunity to get a member listing on their website.

BLOG DIRECTORIES

If you have a blog, it's well worth listing them on blog directories like [Technorati](#) and [BlogCatalog](#).

NEWS WEBSITES

If you're a go-to source for journalists, try to cite your website to increase the likelihood of it appearing in the article.

NEWS RELEASES

If you've got news to announce, publish a news release or press release on websites like PRwire or PR News Wire. You can always include a back-link. Some new release websites are free, others charge a fee.



TIP: Successful e-book authors say to have a catchy title, get it professionally designed and definitely call it an e-book not a whitepaper!

AFFILIATES

Affiliate marketing is when someone else markets your product on your behalf and you split the profit when a sale is made. This is a great way to get back-links because people are promoting your website. If you're selling a product, check out E-Junkie, ClickBank or Commission Junction.

AWARDS

When you or your organisation wins an award, it's a perfect opportunity to get another back-link.

E-BOOKS

If you have a special area of knowledge, writing an e-book is perfect link bait! An e-book can be any length you like. It's also advisable to release it under a [Creative Commons](#) licence which allows people to share it with their friends for free!

WEBINARS

A webinar is an online seminar. If you host one on an interesting topic, then it is likely that people will link to it.

PODCASTS

A podcast is a recording that people can download onto their iPods. Again they are excellent link bait.



Your web marketing machine

As you can see, the more you have going on in terms of search engine activity, back-links and social media the more likely you are to get a steady stream of visitors to your website. And these visitors will be downloading, connecting, enquiring and purchasing from your organisation.

Now that you understand how the web works, it's time to get strategic and develop your plan.



Web Strategy Planning Template

COMPANY: _____
PRODUCT/SERVICE: _____

WHO	Buyer Persona	1:	2:
	Description Who is this person?		
WHAT	Problems you solve for this buyer? Why are they buying from you?		
	Actions you'd like them to take:		
	Purchase		
	Enquire		
	Connect		
WHY	How are you remarkable?		
	Proof Guarantees, testimonials, press etc		
WHERE	Where are they? Google, blogs, Facebook, Twitter etc		
	Who do they trust?		
HOW	Content is King (Strategy) What will you publish?		
	Keywords buyers type into Google.		
	Marketing is Queen (Tactics) Blog, Twitter, YouTube, email, newsletter, e-books, Facebook, podcasts etc		

WHEN	Things to do this week:	SCORECARD	No. of Purchases:		
	... this month:		No. of Enquires:	GOAL	RESULT
	... this quarter:		No. of Connections:		
	... this year:		No. of Downloads:		



PART TWO

Your Web Strategy Planning Template explained

The Web Strategy Planning Template is where you can start mapping out what it is you are hoping to achieve from your web strategy and how exactly you're going get there. Here we've unpacked what each section means and given some tips on how to get the most out of it.

Who?

Buyer Persona

The term 'buyer persona' could easily be substituted for target market, user group etc. It isn't limited to customers. Perhaps you're targeting volunteers, potential staff, clients, fans or researchers.

Description

The more targeted and vivid you can be in your description of who it is you're trying to reach, the more successful your strategy is likely to be. Try giving your buyer persona a name, like "Kate, the Marketing Manager".



What?

Problems You Solve

The web is exceptionally good for problem solving. For successful participation and presence on the web, ask “what is the problem?” and “how can I solve it?” A solid grasp of the solution is the key to success.

Actions You’d Like Them To Take

Download - You could easily have an e-book, report, a tip sheet or a free app available on your website. Remember to make it genuinely valuable.

Connect - You might like people to follow your tweets, ‘like’ you on Facebook, read your e-book or take part in an event you are organising.

Enquire - Your aim may be for your customer to give you a call, or fill out an online expression of interest.

Purchase - First and foremost, you may want to facilitate a transaction between your company and your customer.



Why?

Why Are You Unique?

You might be the only fruit shop to offer online orders and free delivery in the local area. You might have a quicker transaction process, or offer in-store discounts for email subscribers. Whatever it is you do that makes you remarkable, make sure it gives the customer something. Don't think "we've been in business for thirty-five years", think "you'll get same day turn-around on all repairs".

Proof?

Indicators of your credibility are fundamental. Think client testimonials, accolades, awards, endorsements, press and examples of your work.

Where?

Where Are They?

If you ask the question "where do you go looking for information?" you'll probably come across these two answers:

- ▶ Google
- ▶ Friends

So, while it's important to optimise your website to appear in Google listings, it's also important to connect with existing communities of people. For example, if you're speaking to marketing managers, a lot of them will be on Twitter. And nearly everyone is on Facebook.



“Quality content without marketing is like locking Shakespeare in a room to write for himself.”

Michael Gray

from **The New Community Rules** by **Tamar Weinberg**

How?

Content Strategy (King)

You’ve learnt that remarkable content is essential. But how do you do it? Write a list of all the things your buyer personas will find useful, interesting, entertaining or relevant. You’ll be amazed at what you come up with!

Always keep in mind what your buyers will be typing into Google. Think of problems that you could solve for them.

Marketing Tactics (Queen)

Remember Gary Vaynerchuk’s saying:

“Content is King, but Marketing is Queen. And the Queen runs the household.”

Marketing your remarkable content is your chance to generate a buzz and share your ideas with the world. If people love your content, they will share it with their friends and audiences - for free. This is how viral marketing happens!

Marketing tactics may include publishing a blog, tweeting, starting a Facebook page, sending emails to your subscribers or making videos on YouTube.

What suits your business? Go with that.



When?

Set challenging, but achievable goals. Write down a list of three things you can do every day to help your web strategy succeed.

For example, on the first day you might register your URL, start Twitter and Facebook accounts, and invite all your contacts as friends and followers. Down the track you might run competitions, write blog posts and send email marketing campaigns.

Also keep a scorecard so you can keep on track and don't forget to reward yourself when you achieve your goals!

Good luck

The rest is up to you. Good luck and let us know how you go!



Recommended Reading

The following books have shaped our understanding of the web. We encourage you to read some or all of them. Drop by our office and you can borrow a copy!

- ▶ [The New Rules of Marketing & PR](#) – David Meerman Scott
- ▶ [Inbound Marketing](#) – Brian Halligan and Dharmesh Shah
- ▶ [Real Time Marketing & PR](#) – David Meerman Scott
- ▶ [World Wide Rave](#) – David Meerman Scott
- ▶ [Permission Marketing](#) – Seth Godin
- ▶ [Ideavirus](#) – Seth Godin
- ▶ [Purple Cow](#) – Seth Godin
- ▶ [Trust Agents](#) – Chris Brogan and Julien Smith
- ▶ [Crush It!](#) - Gary Vaynerchuk
- ▶ [The New Community Rules](#) – Tamar Weinberg
- ▶ [Reality Marketing Revolution](#) – Eric Keiles & Mike Liebermann
- ▶ [Duct Tape Marketing](#) – John Jantsch
- ▶ [SEO Secrets](#) – Glenn Murray
- ▶ [Practical SEO Copywriting](#) – Glenn Murray
- ▶ [Socialnomics](#) – Erik Qualman
- ▶ [The Referral Engine](#) – John Jantsch
- ▶ [Marketing in the Age of Google](#) – Vanessa Fox
- ▶ [31 Days to Build a Better Blog](#) – Darren Rowse
- ▶ [Stick Yourself Out There](#) – Scott Ginsberg
- ▶ [Content Rules](#) - Ann Handley and C.C. Chapman
- ▶ [The Vibe](#) – Gary Bertwistle
- ▶ [Don't Make Me Think](#) – Steve Krug
- ▶ [The Copywriting Scorecard for Bloggers](#) - Darren Rowse and Glenn Murray

Same goes for the following blogs...

- ▶ [Web Ink Now](#)
- ▶ [Seth Godin](#)
- ▶ [Chris Brogan](#)
- ▶ [Hubspot](#)
- ▶ [Duct Tape Marketing](#)
- ▶ [Mashable](#)
- ▶ [ProBlogger](#)
- ▶ [Jeff Bullas](#)
- ▶ [Jonathan Crossfield](#)
- ▶ [Clare Lancaster](#)
- ▶ [Search Strategy](#)
- ▶ [Divine Write](#)
- ▶ [Successful-Blog](#)
- ▶ [Bluewire Media](#) (our own)
- ▶ [Signal vs Noise](#)
- ▶ [Square 2 Marketing](#)
- ▶ [Socialnomics](#)

Connect With Us - We'd Love To Hear From You.



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Adam and Toby are both available for [speaking engagements and workshops](#). Call 1300 258 394 (within Australia).

If you'd like a hand with your web strategy, please get in touch with Bluewire Media via **1300 258 394** (1300 BLUEWIRE) or www.bluewiremedia.com.au

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www.bluewiremedia.com.au/web-strategy-planning-template.





Thank You!