



SEO

Online Marketing

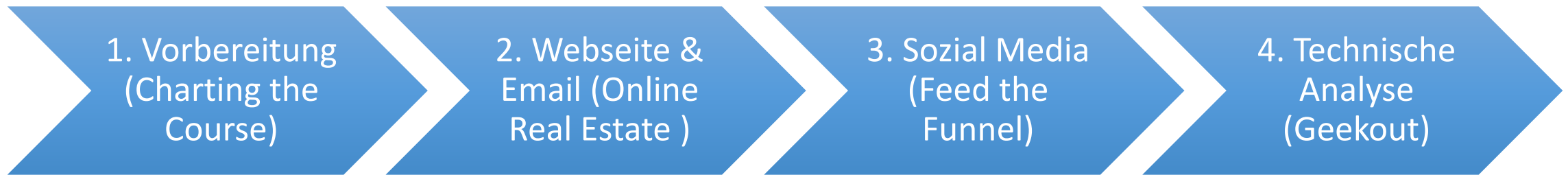
Verstehen & Anwenden

Easy Marketing
Webseiten & Printmedien

Training, Schulung, Ausbildung & Qualifizierung

Ablaufplan

4 Blöcke je eine Stunde



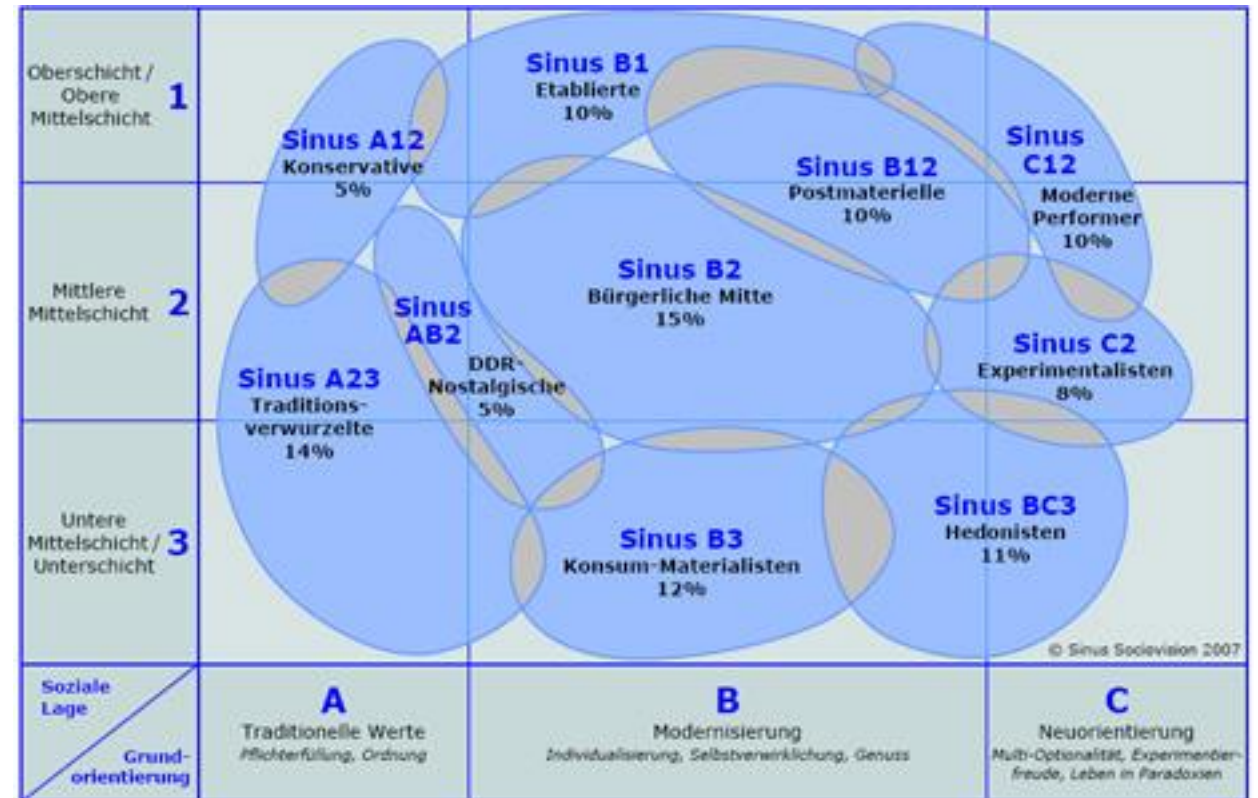
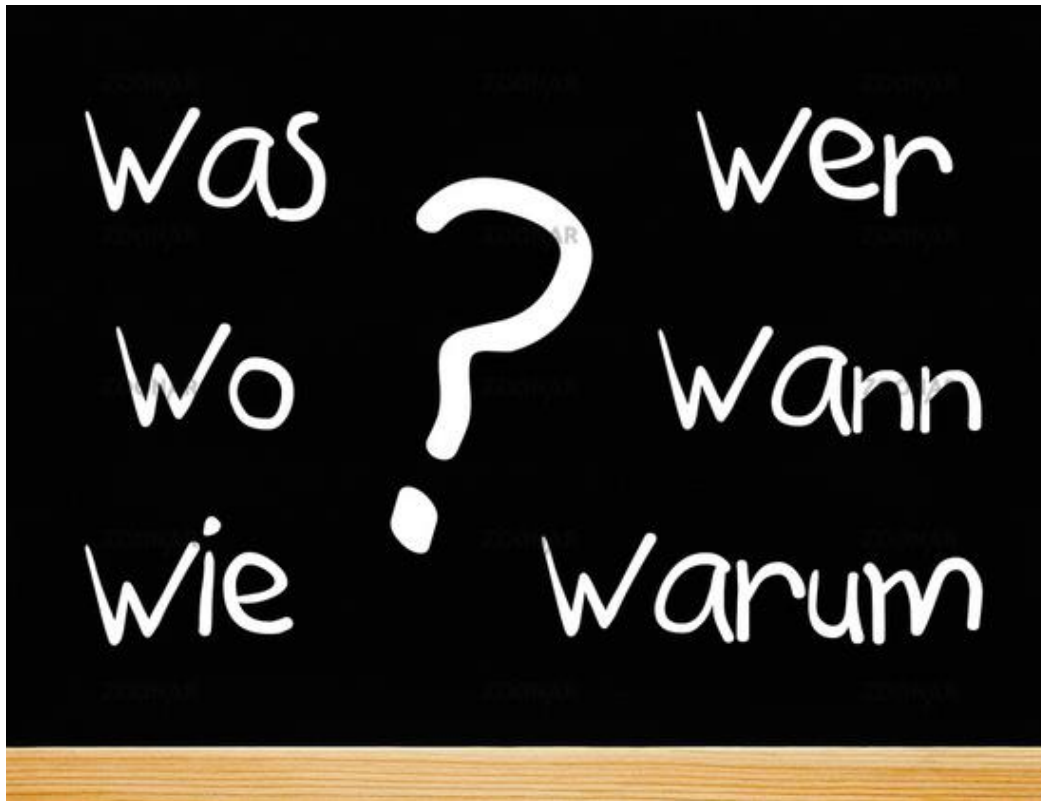
Nach Jedem Block 15 min Pause

Charting the Course

- Zielgruppenanalyse
- Angebot
- Alleinstellungsmerkmal
- Nachricht
- Kanal



Zielgruppenanalyse



Datenquellen

- Google Trends
<https://www.google.com/trends/>
- Statista
<https://www.statista.com/>
- Facebook Gruppen

Nutzer Avatar

Alter
Gedanken
Gewohnheiten
Herausforderungen
Bedürfnisse
Demografie

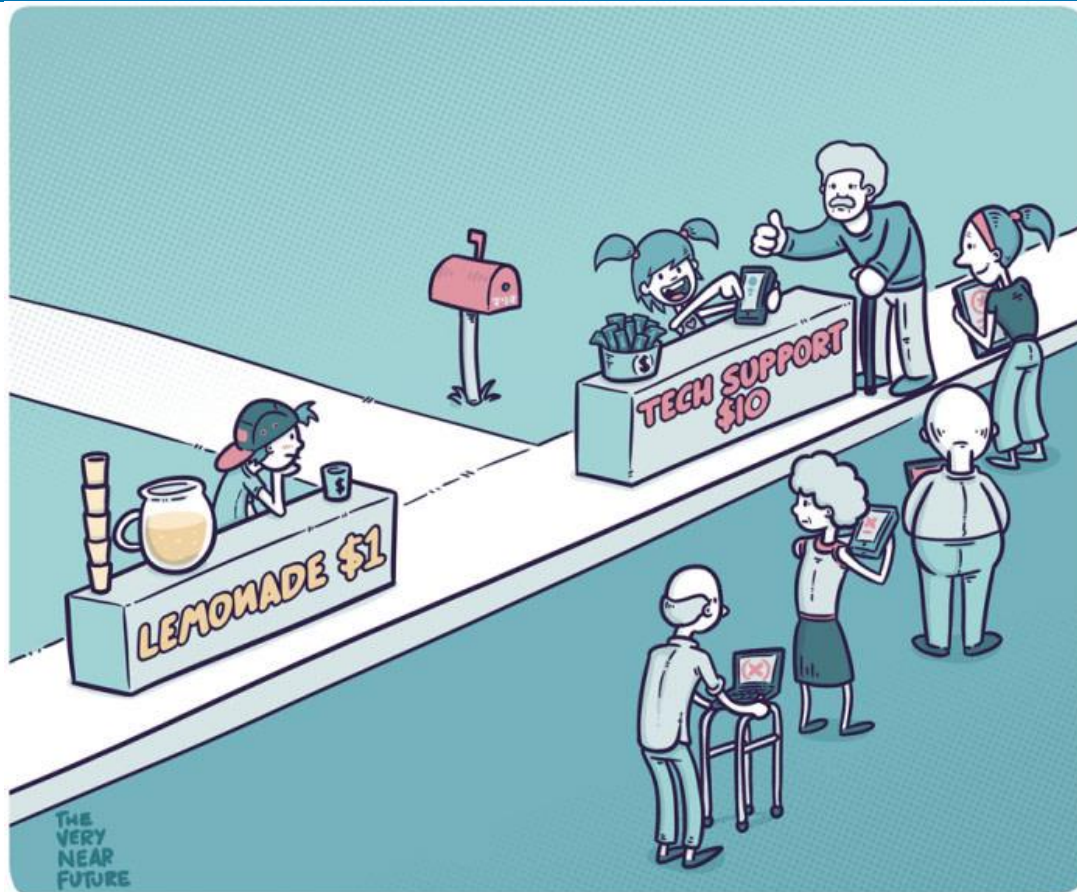


CUSTOMER AVATAR

AGENCY ERIC

<p style="text-align: center; font-weight: bold; font-size: small;">GOALS AND VALUES</p> <p>Goals:</p> <p>Eric wants to...</p> <ul style="list-style-type: none"> - Increase agency business - Increase the capabilities of his team - Scale his business <p>Values:</p> <p>Eric is committed to...</p> <ul style="list-style-type: none"> - Professional development for he and his employees - Providing value for his clients - Using "white hat" marketing principles 	<p>Age: 40</p> <p>Gender: Male</p> <p>Marital Status: Married</p> <p>#/Age of Children: 2 (Age 8 & 10)</p> <p>Location: Orlando, Florida</p> <div style="text-align: center; margin: 10px 0;"> </div> <p>Quote: "I surround myself with people smarter than me."</p> <p>Occupation: Digital Marketing</p> <p>Job Title: CEO/Founder</p> <p>Annual Income: \$150,000</p> <p>Level of Education: College Graduate</p> <p>Other: Spends time on LinkedIn looking for talent</p>	<p style="text-align: center; font-weight: bold; font-size: small;">CHALLENGES & PAIN POINTS</p> <p>Challenges:</p> <p>Eric is challenged with...</p> <ul style="list-style-type: none"> - Scaling his agency business - Finding, training and retaining top marketing talent - Keep his marketing skills sharp while being CEO. <p>Pain points:</p> <p>Eric's pain points are...</p> <ul style="list-style-type: none"> - Fear of losing business to competitors - Fear of his agency falling behind the digital marketing scene
<p style="text-align: center; font-weight: bold; font-size: small;">SOURCES OF INFORMATION</p> <p>Books: Good to Great / Think & Grow Rich</p> <p>Magazines: Wired / Fast Company</p> <p>Blogs/Websites: AdAge / DigDay / Social Fresh</p> <p>Conferences: Content Marketing World / SXSW</p> <p>Gurus: Jay Baer / Joe Pulizzi / Christopher Penn</p> <p>Other: Spends time on LinkedIn looking for talent</p>	<p style="text-align: center; font-weight: bold; font-size: small;">OBJECTIONS & ROLE IN PURCHASE PROCESS</p> <p>Objections to the sale:</p> <ul style="list-style-type: none"> - Does the training fit an existing service or a new service he can offer to his clients. - How long he and his team member will be "out of pocket" doing the training <p>Role in the Purchase Process:</p> <p>Eric is the decision maker. He buys digital marketing training to keep himself and his team sharp. He's not worried about the price point if he knows the training will give he and his team an edge in the marketplace.</p>	

Angebot



Alleinstellungsmerkmal



Nachricht formulieren



Stummfilme für Blinde?

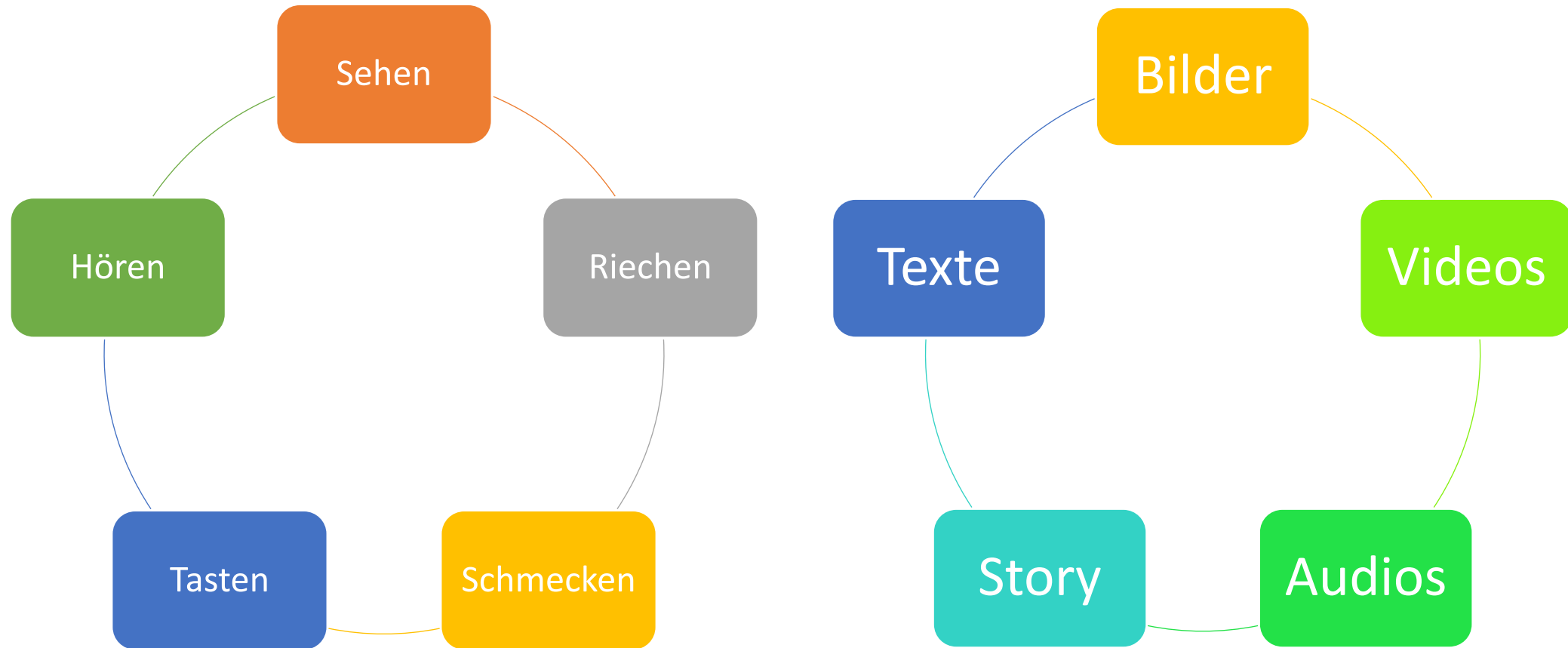
Ich tue _____ für _____!

Pitch

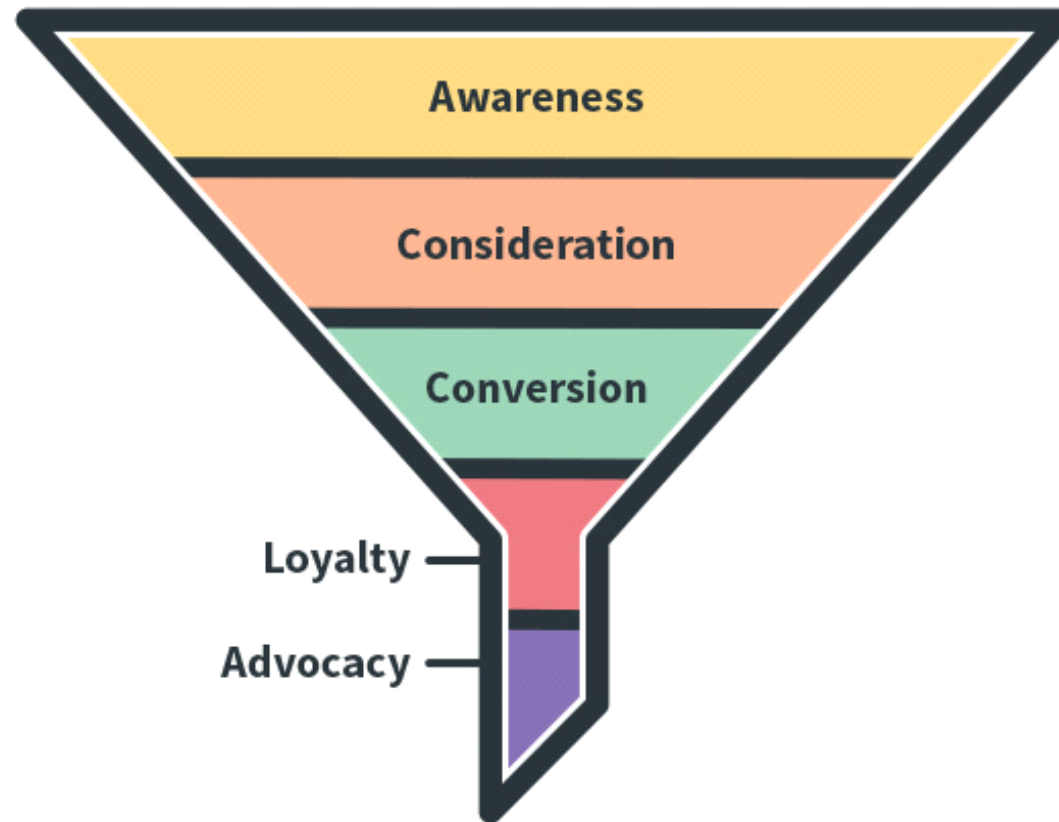
- **S** et the Frame
- **T** ell the Story
- **R** eveal the Intrigue
- **O** ffer the Price
- **N** ail the Hook
- **G** et the Deal



Kanal



Marketing Funnel



Funnel Abschnitte

- **Awareness**

Wenn niemand weiß das ein Angebot Existiert kann es nicht gekauft werden.

Interest

Das Angebot ist aufgrund eines Schmerzpunktes für den Kunden Interessant.

Consideration

Beginn des Kaufzyklus. Der Kunde denkt über einen Kauf nach.

Intent

Der Kunde entscheidet sich zu einem Kauf.

Evaluation

Der Kunde entscheidet darüber wo und was er kauft.

Purchase

Der Kunde schließt einen Kauf ab.

Intent, Evaluation und Purchase werden auch Conversion genannt. Conversion ist die Umwandlung eines Besuchers in einen Käufer.

Einen Kunden das erste Mal zu finden und in einen Käufer umzuwandeln gilt als der schwierigste Teil des Marketings. Daher wird über die Nachsorge nach dem Kauf dafür gesorgt das der Kunde zu wiederkehrenden (Loyalen) Käufer wird.

Retention

Loyalty

Der Kunde wird über guten Kundenservice zum wiederkehrenden Käufer.

















Advocacy

Der Kunde wird zum Advokaten/Botschafter für ihr Angebot.

Webseite



Blog

<p>One Page Layout </p>  <p>Price: Free View Edit</p>	<p>Classic Layout </p>  <p>Price: Free View Edit</p>	<p>Personal Layout </p>  <p>Price: Free View Edit</p>	<p>Basic Shop Layout </p>  <p>Price: eCommerce View Edit</p>
<p>Long Shop Layout </p>  <p>Price: eCommerce View Edit</p>	<p>Showcase Portfolio </p>  <p>Price: Free View Edit</p>	<p>Masonry Layout </p>  <p>Price: Free View Edit</p>	<p>Strip Header Layout </p>  <p>Price: Free View Edit</p>

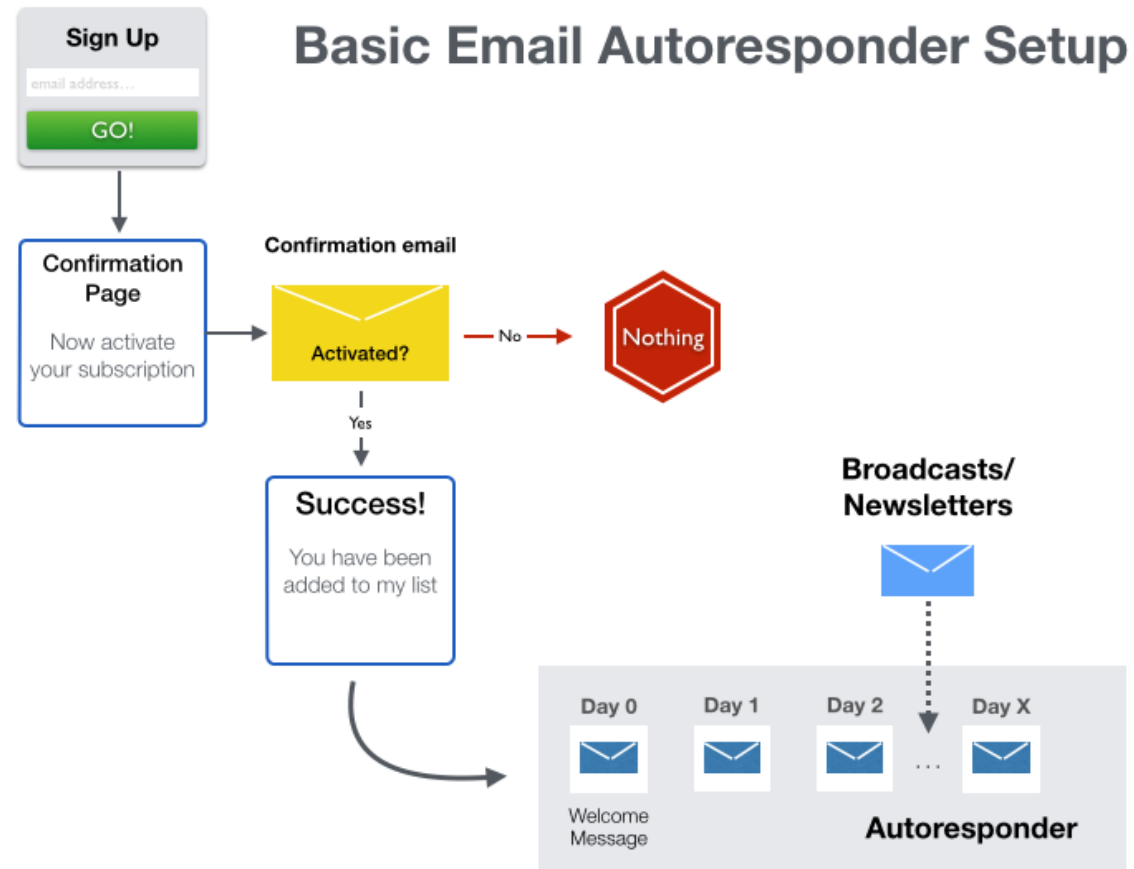
OnPage

- Robot.txt
- Sitemap
- Bild Namen
- Alt-Tags
- Meta-Tags
- Title-Tags
- Keywords
- Mobil Ready
- Share Option
- Ladezeit
- Site Structur
- Nutzerfreundlichkeit (UX)
- Überschriften (H1)
- Permalinks

OffPage

- Backlinks
 - Foto Sharing
 - Video Sharing
 - Directory Submission
 - Sozial Sharing
 - Blog Submission
 - Press Release
 - Syndicats
- Backlinks

Email Funnel



E-mail Automation Anbieter

- Aweber
www.aweber.com/
- GetResponse
www.getresponse.com
- Mailchimp
www.mailchimp.com/
- Cleverreach
www.cleverreach.de
- Drip
www.drip.co/

Sozial Media



Soziale Plattformen

Facebook

The screenshot shows a Facebook profile page for 'Erreiche Deine Ziele' (@erreichedeineziele). The profile picture is a large red Chinese character '悟' (Wu). The cover photo is a silhouette of a person jumping against a sunset sky. The page has a search bar at the top with the text 'Erreiche Deine Ziele'. Below the search bar are navigation tabs: 'Seite', 'Nachrichten', 'Benachrichtigungen' (4), 'Statistiken', 'Beitragsoptionen', 'Einstellungen', and 'Hilfe'. The main content area shows a post with the same sunset image and a blue '+ Button hinzufügen' button. Below the post are options for 'Gefällt mir', 'Nachricht senden', and 'Mehr'. At the bottom, there is a text input field with the character '悟' and the text 'Schreib etwas ...'. A search bar at the bottom right contains the text 'Suche nach Beiträgen auf dieser Seite'.

Google+

The screenshot shows a Google+ profile page for 'Mashable'. The page has a search bar at the top with the text 'Google+'. Below the search bar are navigation tabs: 'Home', 'All', 'Friends', 'Family', 'Acquaintances', 'Following', 'Mashable', and 'More'. The main content area shows a post by 'Mashable' with the text 'Google constantly looks to improve its various services through software updates and design tweaks, and the latest revamp may be coming to your Gmail account.' Below the post are options for '+1' and '6' shares. At the bottom, there is a text input field with the text 'Schreib etwas ...'. A search bar at the bottom right contains the text 'Suche nach Beiträgen auf dieser Seite'.

Videoplattformen

YouTube

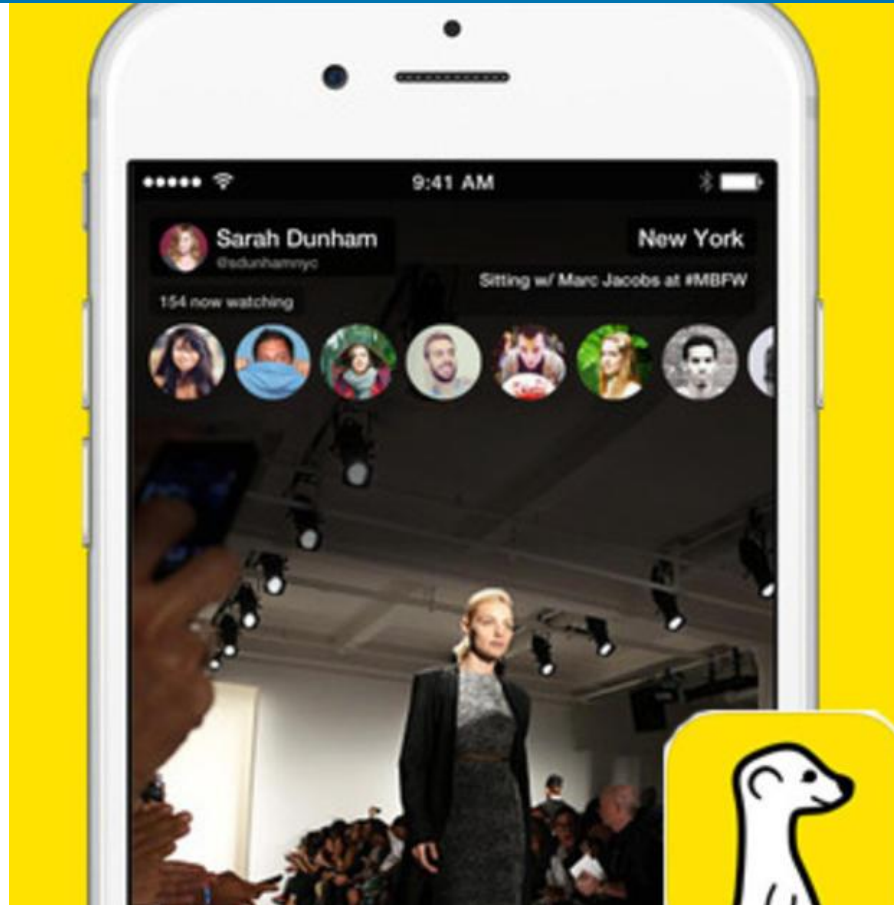
The screenshot shows the YouTube Creator Studio interface for the channel 'Cafe Sprout'. The left sidebar contains navigation options: CREATOR STUDIO, DASHBOARD, VIDEO MANAGER, COMMUNITY, CHANNEL, ANALYTICS, and CREATE. The main content area displays channel statistics (0 Views, 0 Subscribers), a 'VIDEOS' section with a message 'Uh oh, no videos match your search query.', a 'KEY STATS FROM LAST 30 DAYS' section with 'Data currently unavailable' for video views and subscribers, and a 'COMMENTS' section with 'Comments on your videos will show up here.'.

Vimeo

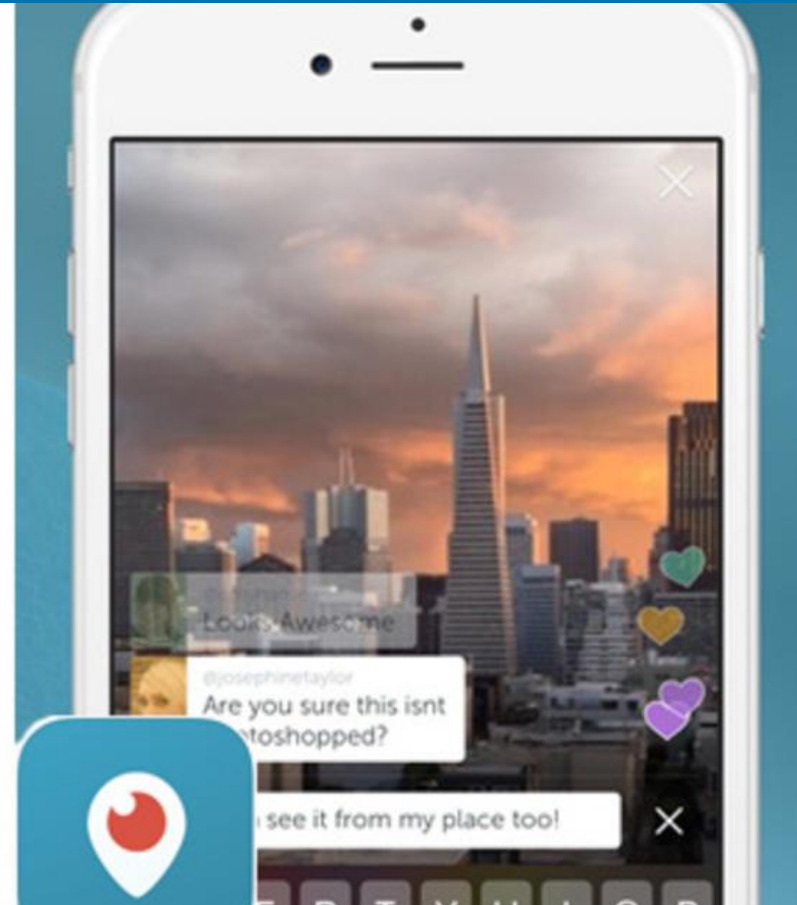
The screenshot shows the Vimeo video player interface for the video 'American Dream'. The video is from the user 'Ian Ruhter : Alchemist', posted 7 days ago, with 83,693 views, 2,103 likes, and 223 comments. The video player includes interactive buttons for Like, Share, Watch Later, and Follow this User. The video description reads: 'The American Dream video is based on the fear of success, this thought is extremely powerful, fear has the ability to cripple us from pursuing our dreams. The moment I embraced my dreams it was as if the universe had drawn people to help us and share their stories. Our goal is to tell...'. The video player also features a navigation bar at the bottom with 'A Select', 'B Back', and 'X Main Page' options.

Live Video Streaming

Meerkat

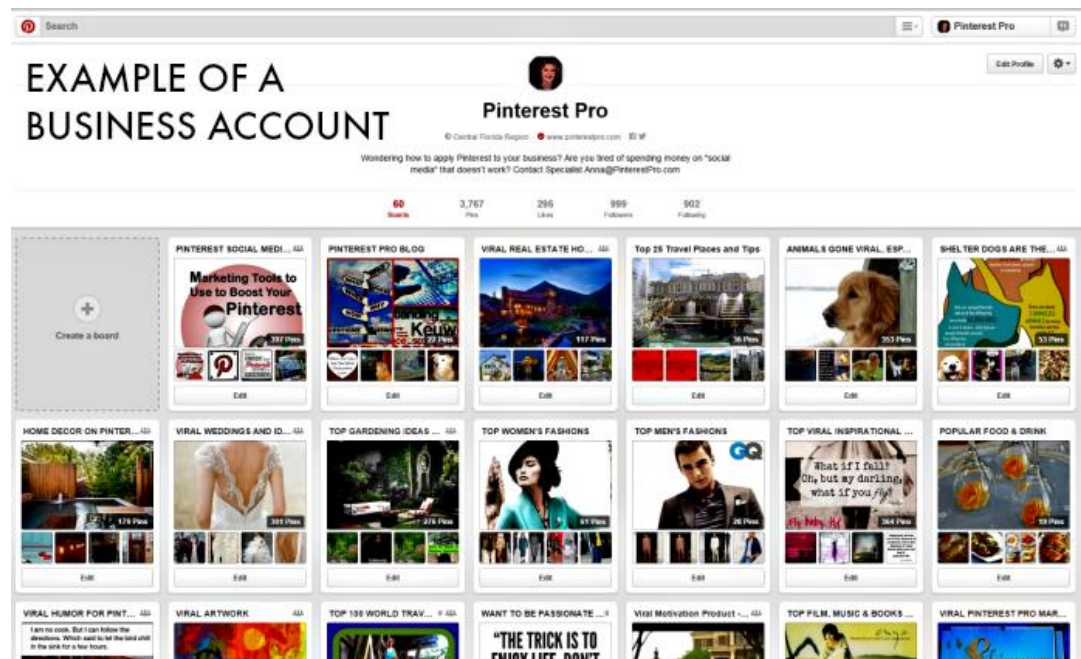


Periscope

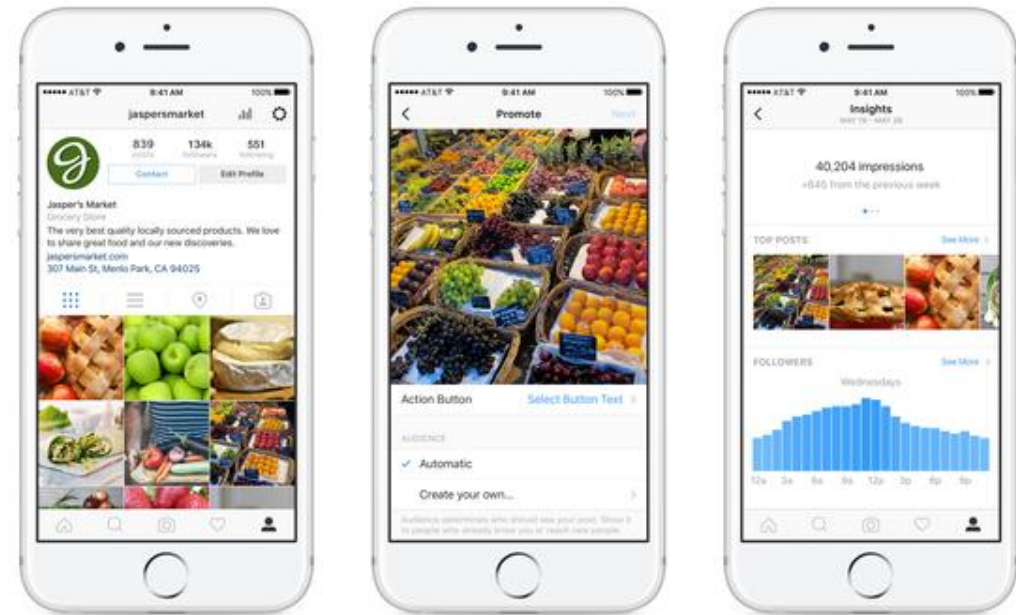


Bildnetzwerke

Pinterest



Instagram

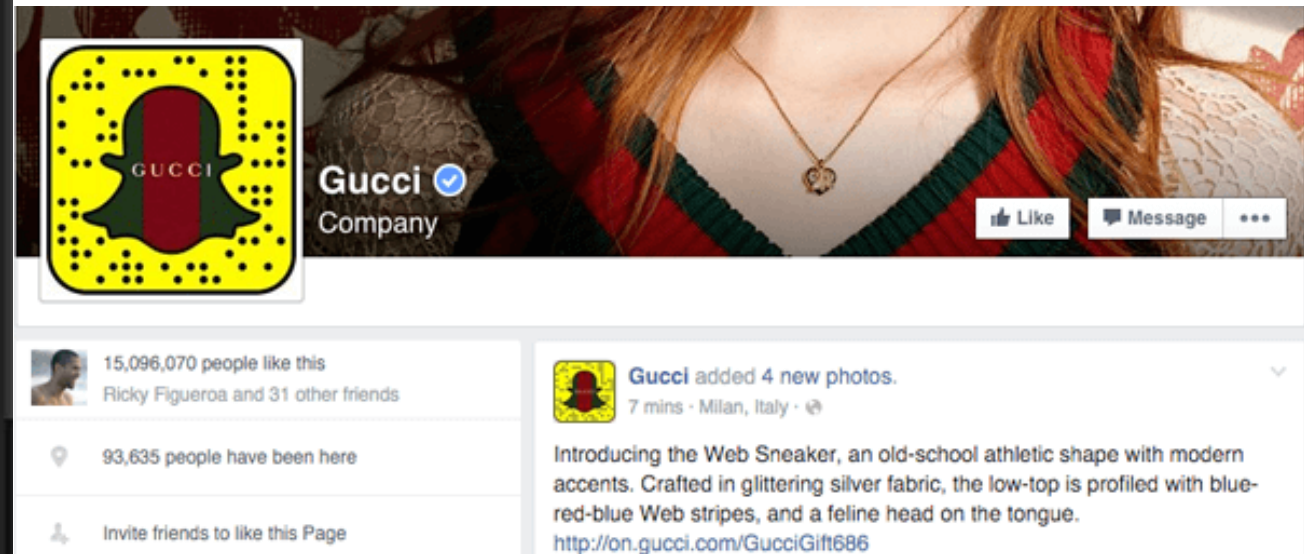


Bildnetzwerke Teil 2

Tumblr

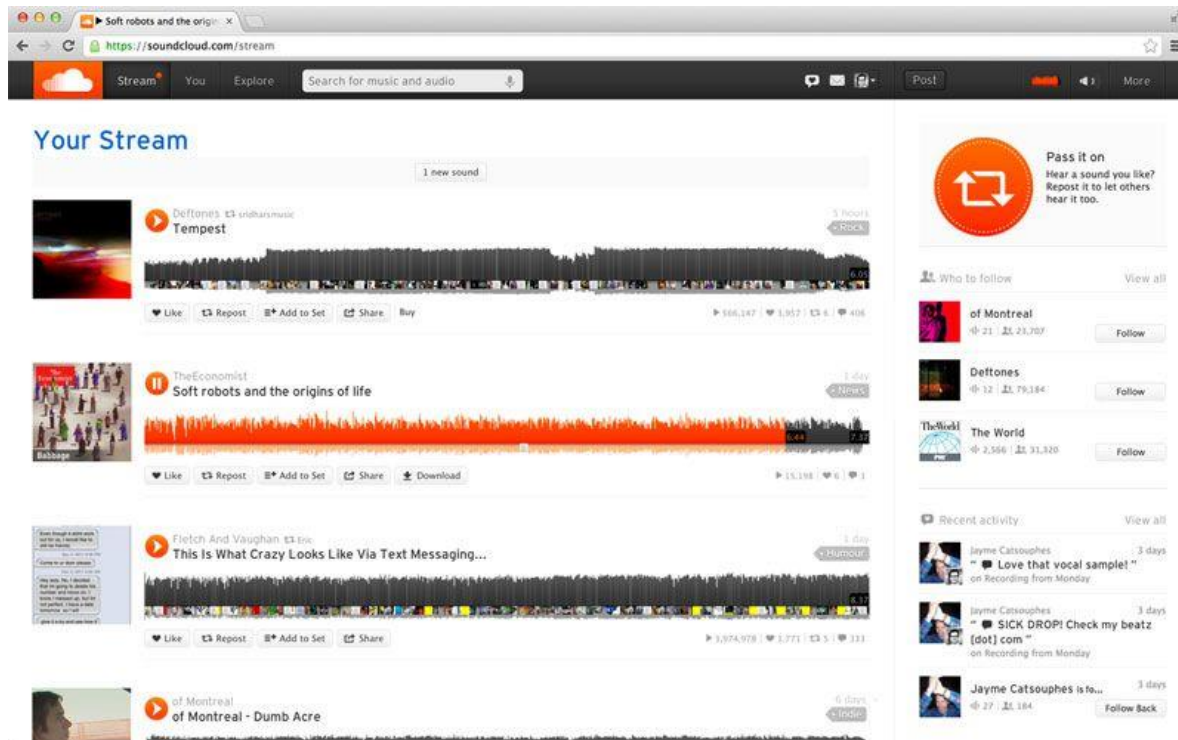


Snapchat



Audioportale

SoundCloud



iTunes



Business Networks

Xing

XING

Suche nach Name, Firma etc.

Start **Quelle** Nachrichten **Kontakte** Gruppen Events Jobs **Unternehmen** **JobOffers**

Über mich

Personliche Seite:
 Vergeben Sie Tags, wie z. B. Kunde, privat, Partner, um Ihre Kontakte besser zu definieren zu können.

Notizen:
 Notizen anzeigen

Nachrichte senden **Vorteilen**

Warum ich auf XING bin:

- Interessierte Personen kennenlernen
- Als Bekannte und Kollegen wiederfinden
- Neue Jobs finden

Datenspeicherung bearbeiten

Karte hinzufügen **Kontakt löschen**

Styl **In eine Gruppe einladen**

Schreiben von Gruppenposts:

- Gruppenmoderator
- Prämiertes Mitglied

Mitglied seit 06/2005
 Seitenaufrufe: 2.744
 Adverts-Index: 100%

← Links
 ← Links

LinkedIn

LinkedIn Account Type: Basic | Upgrade

Home **Profile** Contacts Groups Jobs Inbox Companies News More

Search for people, jobs, companies, and more... Advanced ?

Test 1-2-3
 Lawyer
 Mountain View, California | Law Practice

Recommended for you

- Experience
- Education
- Photo
- Skills

Activity

Background

Summary

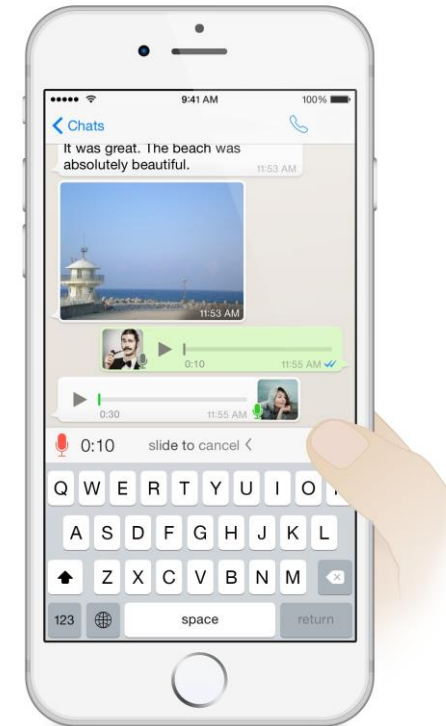
Links:
www.linkedin.com/pub/test-1-2-3/7a/583/17b/ Edit

Kurznachrichten Services

Twitter



WhatsApp



Analytics

YouTube Analytics Overview
 This year (Jan 1, 2013 – May 7, 2013), United States

Performance

- VIEWS:** 2,386,333
- ESTIMATED MINUTES WATCHED:** 2,897,975
- SUBSCRIBERS:** 805

Engagement

- LIKES:** 2,150
- DISLIKES:** 89
- COMMENTS:** 492
- SHARES:** 1,114
- FAVORITES ADDED:** 650
- FAVORITES REMOVED:** 83

Top 10 Videos

VIDEO	VIEWS ↓	ESTIMATED MINUTES WATCHED	LIKES
[Redacted]	534,072	255,175	258

Google Analytics Dashboard
 Jan 1, 2007 - Jan 31, 2007

Site Usage

- 16,107 Visits** (Dec 1, 2006 - Dec 31, 2006: 13,209 (21.94%))
- 62,142 Pageviews** (Dec 1, 2006 - Dec 31, 2006: 53,855 (15.39%))
- 3.86 Pages/Visit** (Dec 1, 2006 - Dec 31, 2006: 4.08 (-5.37%))
- 00:03:22 Avg. Time on Site** (Dec 1, 2006 - Dec 31, 2006: 00:03:31 (-4.27%))
- 36.81% Bounce Rate** (Dec 1, 2006 - Dec 31, 2006: 35.98% (2.30%))
- 50.44% % New Visits** (Dec 1, 2006 - Dec 31, 2006: 49.73% (1.42%))

Visitors Overview
 10,160

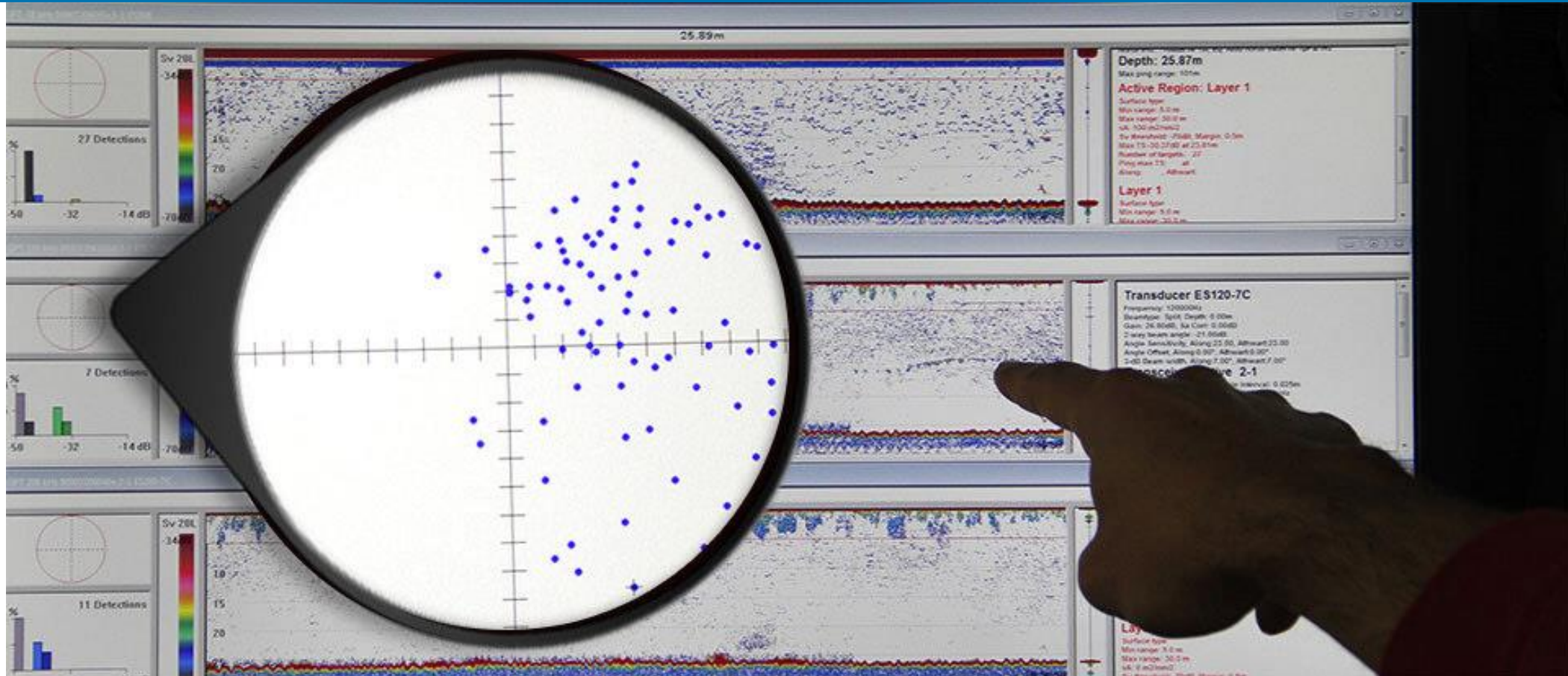
Traffic Sources Overview

- Direct:** 11,543 (71.66%)
- Search Engines:** 3,108 (19.30%)
- Referring Sites:** 1,456 (9.04%)

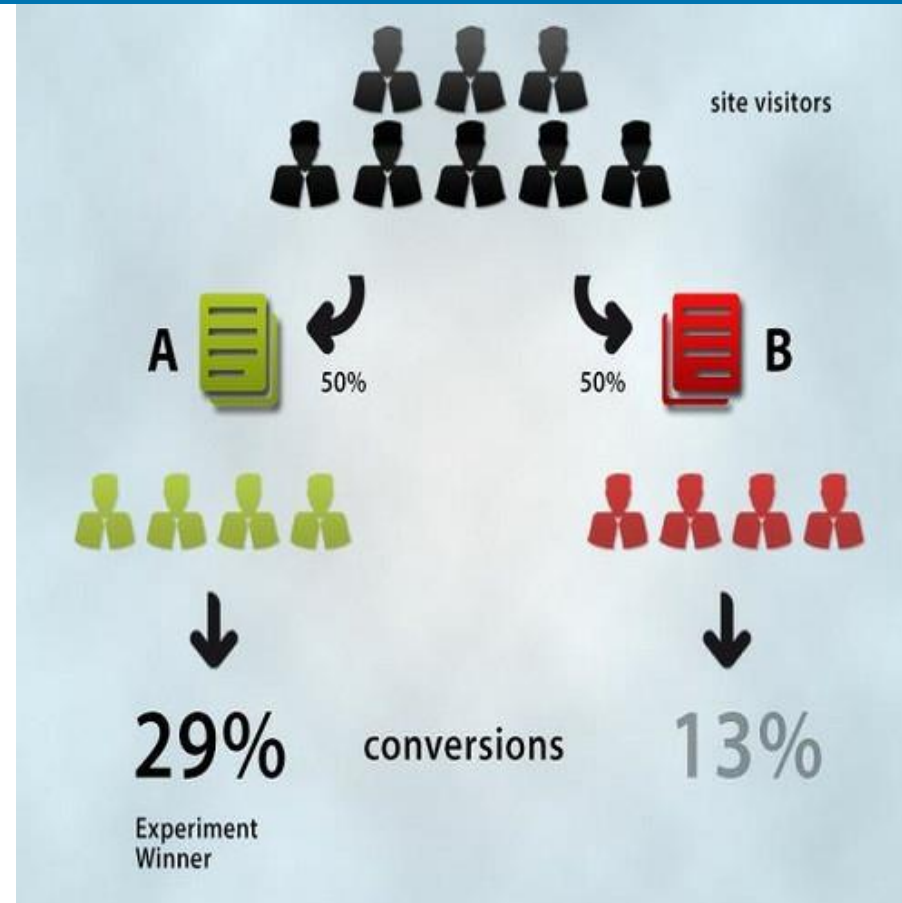
Browsers

Browser	Visits	% visits
Internet Explorer	13,136	81.55%
Firefox	2,349	14.58%
Safari	393	2.44%
Netscape	116	0.72%
Opera	55	0.34%

Tacking



A/B Testing



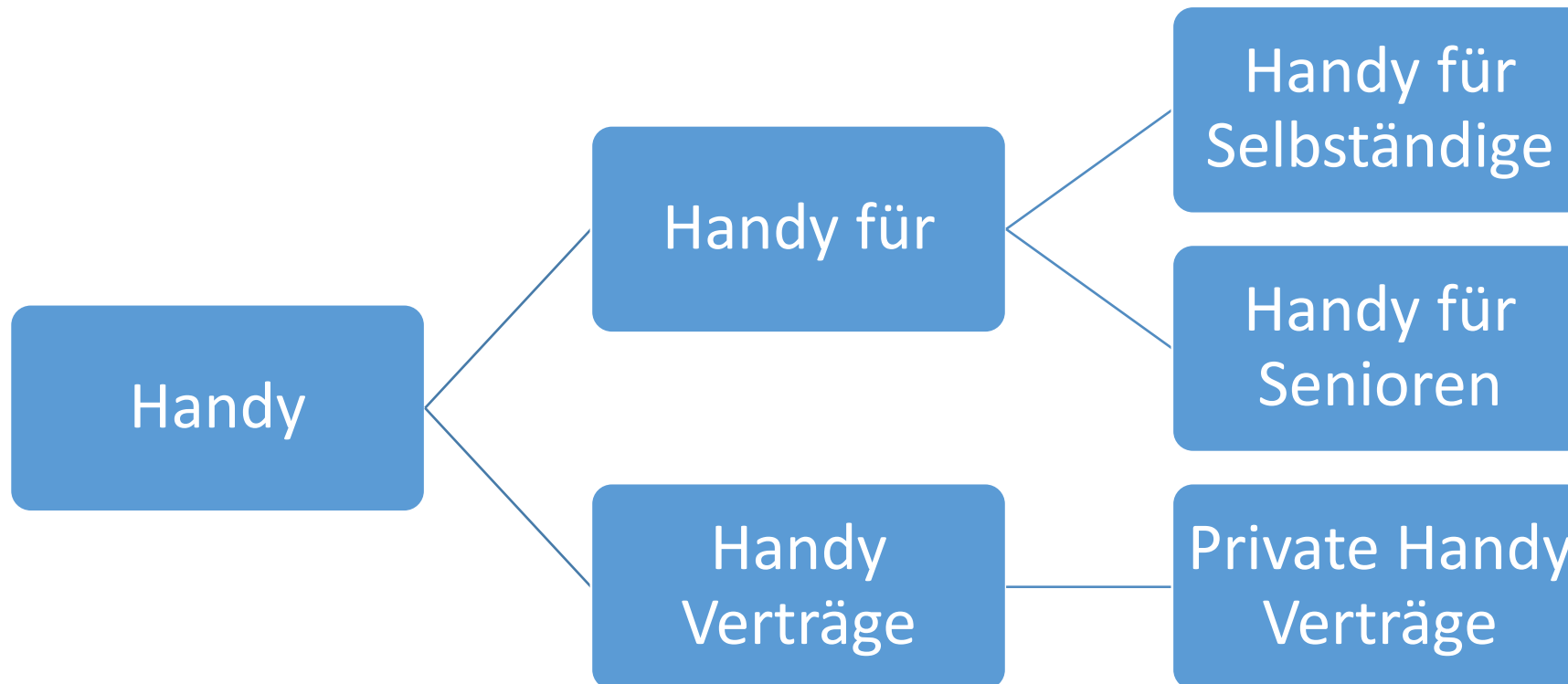
Splittesting tool

- <https://vwo.com/ab-testing/> (Handbuch)
- Optimizely
- Unbounce

Keywords

Top Level

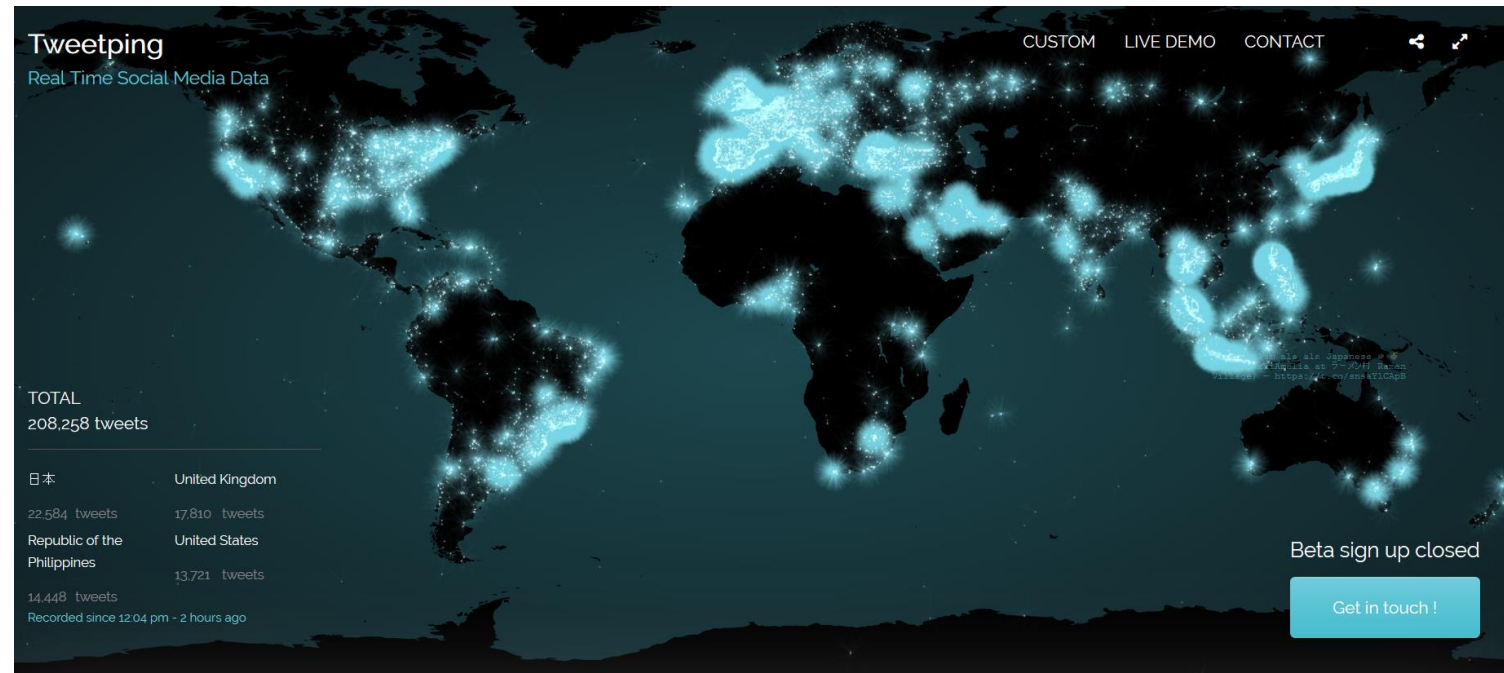
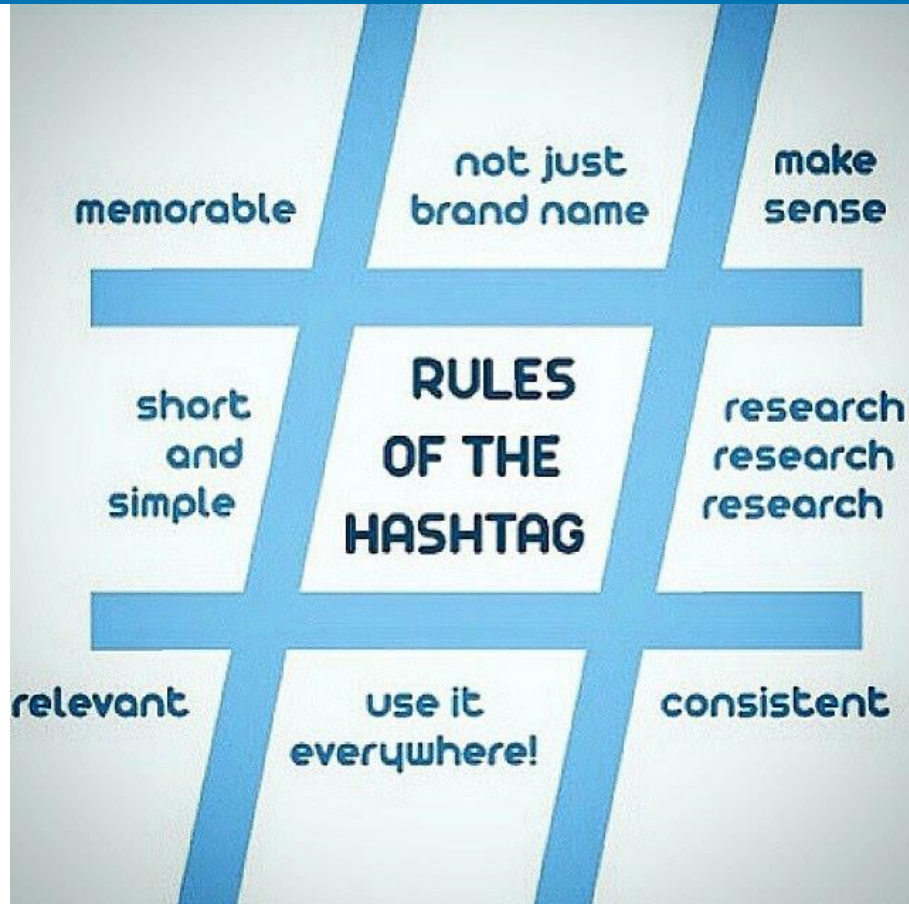
Long Tail Keyword



Recherche Tools

- Keyword Recherche
<http://keywordtool.io/>
- Google Keyword planer
<https://adwords.google.com/KeywordPlanner>
- Bing Keyword Planer
<https://advertise.bingads.microsoft.com/en-us/solutions/tools/keyword-planner>
- SEO Book
<http://tools.seobook.com/keyword-tools/>

Hashtags



Paid Advertising Anbieter

Bing Ads

bing Women's Shoes

2,860,000 RESULTS Any time Near Seattle, Washington Change

RELATED SEARCHES
 DSW Shoes
 Pump Shoes
 New West Shoes
 Easy Split Shoes
 Women's Dress Shoes
 JCPenney Women Shoes
 Large Size Women's Shoes
 Brands of Shoes for Women

Ad: Cole Haan - Up to 70% Off | ColeHaan.com
 www.ColeHaan.com
 End of Season Sale - Shop Now & Save Up to 70% Off. Offer Ends Soon!

Ad: Nine West Shoes - 20% Off Regular, Sale & Clearance.
 www.NineWest.com
 Free Shipping at \$59 - Shop Now!

Ad: Women's Shoes | Zappos.com
 www.Zappos.com
 Free Shipping & Free Returns on All Women's Shoes at Zappos!
 zappos.com is rated ★★★★★ on Bizrate (5721 reviews)
 Women's Sandals - Women's Shoes on Sale - Women's Heels - Women's Running Shoes

Ad: Discount Women's Shoes - Save Up To 75% Off On Top Brands.
 www.GPM.com/Shoes
 Free Shipping - Shop Today!
 Gpm.com is rated ★★★★★ on PriceGrabber (2183 reviews)

Ad: Women's Shoes, Boots, Pumps, Flats, Sandals, Wedding | DSW
 www.dsw.com/womens-shoes -
 The latest trends and best brands in women's shoes, sandals, boots, and more. Free shipping on \$35!

Ad: Women's Shoes, Boots, Sandals, Wedges | Shoes.com
 www.shoes.com/womens -
 Dress, Sandals, Casual Shoes
 Free Shipping on Women's Shoes. Shop online at shoes.com for brand name women's shoes, boots, high heels, wedges and sandals.

Ad: Women's Shoes | Overstock.com. Buy Heels, Sandals, & Boots...
 www.overstock.com - Clothing & Shoes - Shoes -
 Women's Shoes for everyday - discount prices on Overstock.com! Everyday free shipping over \$50*. Find product reviews on Heels, Sandals, Boots, & Flats & more.

Related searches for Women's Shoes
 DSW Shoes Easy Split Shoes
 Pump Shoes Women's Dress Shoes
 Nine West Shoes JCPenney Women Shoes

Google Ads

Google sell your car

Web Shopping Images Maps News More Search tools

About 311,000,000 results (0.45 seconds)

Ad: We Buy Your Car-2 Hours - WeBuyCars.com
 www.webuycars.com/SellYourCar (877) 924-2576
 We Come To Your Home Or Office, Like New, Wrecked Or Not Running.
 #1 Online Car Buyer - Celebrating Our 35th Year - Up To \$100,000
 A+ Rating - Better Business Bureau
 See What Vehicles We Buy
 Live Chat With A Buyer

Ad: Sell Your Car For Cash
 www.cashforcars1hr.com/ (714) 660-1345
 Any Make. Any Model. Any Condition!
 Free Tow Away. Same Day Service

Ad: Sell a Used Car Today.
 www.cashforcars.com/ (800) 485-2242
 Sell a Car Fast with Cash for Cars.
 Call Now for an Instant Offer.

Ad: Sell Your Car & Get Cash
 www.greencash4cars.com/FreeQuotes
 We Pay Top Dollar. Free Quotes.
 Cash For All Makes & Models.

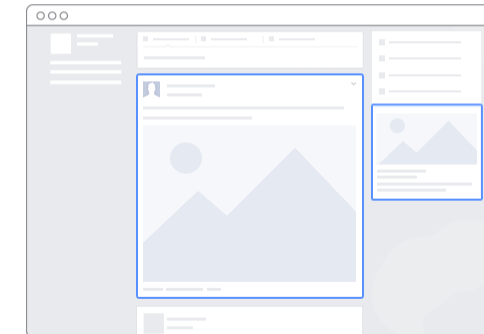
Ad: Sell Your Car Today - We Buy Cars Up To \$100,000
 www.cash4usedcars.com/Sell-Your-Car (800) 946-7700
 4.7 ★★★★★ rating for cash4usedcars.com
 Free Offer! Sell Your Car for Cash
 We Come To You Fast - Free Car Appraisals - We Do All DMV Paperwork
 We Come To You - Sell Your Car - We Pay \$50 to \$100,000 - Submit Car Free

Ad: How To Sell A Car - Sell Your Car - Kelley Blue Book
 www.kbb.com/sell-your-car/ Kelley Blue Book

Facebook Ads

Facebook Ad Placements

Desktop News Feed and Right Column



Mobile News Feed



Paid Ad Formate

CPM

- Pay Per View
- **Günstig**
- **Schwierige Kontrolle**

CPC

- Pay Per Click
- **Kostenkontrolle**
- **Sofortiger Trafik**
- **Werbeblindheit**

CPA

- Pay Per Sell
- **Kosten nur bei Kauf**
- **Teuer**

- Google
<https://www.google.com/ads/new/step-by-step-adwords.html>
- Bing
<https://advertise.bingads.microsoft.com/en-us/resources/training/courses>
<https://advertiseonbing.blob.core.windows.net/blob/bingads/media/library/training/courses/bing-ads-accreditation-study-guide-spring2016.pdf>
- Facebook
<https://www.facebook.com/business/ads-guide?tab0=Mobiler%20News%20Feed>

Ende

- Nächster Block:
Take Action

Notizen

Notizen

Notizen

Notizen

Notizen
