



Green Chair Marketing Group

Internet Marketing Strategies



Green Chair Marketing Group offers a variety of ways to use the Internet to grow your business. We can design a great looking web site for you, get visitors to the site through the search engines, optimize the site to convert visitors to sales, and then help you to keep in touch with your target market through powerful email programs.

We regularly research ways to help our clients be more effective with their Internet strategy. This can be helping them get more traffic to their site or tracking the effectiveness of email campaigns, or determining ways to get people to fill out an online contact form. And we would like to help you.

COMPREHENSIVE WEB MARKETING PLAN

The first thing we like to do when we take on a client is to develop a Web Marketing Plan. The following outlines the elements of our Web Marketing Plan:

Market Overview

We will do a general analysis of what you are marketing and create an overview on what approach will get you the most visitors to your site in the most cost effective manner.

Competition Analysis

We will look at your top competitors and explore what they are doing to gather leads through the Internet. We will examine what we feel is working for them and what doesn't seem to be working. In our ongoing efforts, we will also continue to monitor what they are doing and determine if they are taking any new approaches you should be aware of.

Target Market

We will do an overview of your target audience and then come up with several personas, which is the target audience for your web site. We use the personas throughout the development process to determine the design, content and calls to action on your site. We'll determine how your typical clients gather information, how they like to be communicated with, how they ask for information, how they make decisions, and several other factors.



Comprehensive Site Analysis

We will give you suggestions to improve your site such as:

- Improving your site technically so the search engines find your pages better;
- Editing the page content to communicate better;
- Changing the navigation so you can guide the visitors better; or
- Improving the calls to action so more people get in touch with you.

Online Marketing Strategy Recommendations

We will give you an overview of recommendations of various strategies to get more visitors to your site through organic search engine results, sponsored ads and optimized press releases.

Timeline

The timeline is a schedule of approval points throughout the development process. It spells out target dates for the planning, design, implementation and testing of your site.

Ongoing Account Management

On a monthly basis our account management team implements the marketing strategy and reports to you the results. And then we will draw out plans for what we will do in the coming month.

After we have put together the Web Marketing Plan, we will start implementing it upon your approval.

WHY SEARCH ENGINE MARKETING?

In the sales process, if people get in touch with you first you are on an equal footing. By being active and visible in the search engines, you have a great opportunity for people to get in touch with you.

People use the search engines to research and buy. If they aren't ready to buy, at least they are ready to open discussions. And you need to be there when they are in this position. By being positioned highly in the search engine rankings, you get the respect of your visitors because they see you as someone who is able to meet their needs.



Search engine marketing has become an important aspect of many company's marketing plans. They have seen the value of getting good quality leads and normally work even harder to get even higher visibility on the search engines.

There are two aspects to search engine marketing: Search Engine Optimization and Pay Per Click Advertising.

SEARCH ENGINE OPTIMIZATION

The objective of Search Engine Optimization (SEO) is to get higher rankings on the phrases that visitors would use to find someone like you. High natural (also known as organic) search engine rankings are proven to increase web visitors and web sales.

We recently helped a company that relied solely on SEO to bring in sales. Because of a simple error made by their web designer they went from \$1.3 million in yearly sales to \$300,000. We were able to diagnose the problem and implement changes that would get them back on top of the search engines.

The three most important aspects of the search engine optimization is choosing the right keywords for your site, getting a good amount of keyword rich content, and then getting incoming links to your site.

Step One - Keywords Research and Implementation

SEO begins with determining the most appropriate search terms relevant to your product, service and/or online target market. This process starts with interviewing you to find out more about your business. Then we utilize analysis software to create an ideal set of keywords and keyword phrases to target for our marketing.

Once the keywords have been determined we will implement them into your web pages. We will incorporate your keywords into the META tags, navigation and on-page title. It's important that you create themes on your pages that are built around the keywords.

Step Two - Search Engine Friendly Content

We will analyze your site's content and adjust your content to improve keyword density, keyword placement, and keyword weight, which improves your site's relevancy to the search engines.



We also help you increase the breadth of content on your site by adding articles, blogs, press releases, and white papers, as well as increasing the content surrounding your services or products.

Step Three - Linking Program

We will develop a linking program that provides incoming links to your site. These links can provide targeted traffic to your site. Another aspect of a linking program is that search engines use incoming links in their ranking algorithms to determine how relevant your site is. In this manner, incoming links act as a vote for your site. The more votes, the more the search engines see your site as being important.

These links come by submitting your site to a variety of directories and search engines on a regular basis. And we also put links to your site from some web sites owned by Green Chair.

PAY PER CLICK ADVERTISING

Pay Per Click (PPC) Advertising is when you put advertising on search engine results pages or content pages. When someone clicks on your ad, you pay a certain amount per click, which can range from \$.10 to \$20 per click, depending on your market. You can control how much you pay per month and how high you are placed compared with the other advertisements.

PPC works well in partnership with search engine optimization. It allows you to market the keywords and phrases that can be missed through SEO. And PPC allows you to track your conversions so you know how well your marketing dollars are working. There are two kinds of PPC: auction style and flat rate.

With auction style you show up on the search engine results pages of Google, Yahoo! and MSN. Your advertisement will normally show up on the right side of the page, though for more competitive phrases there may be ads at the top of the page. The price you pay is based upon how much you bid, how relevant your ad is, and how relevant the page is where the visitor is being sent.

With flat-rate PPC you pay a set price for each click that you get. Shopping sites use flat PPC. Also, the Paid Inclusion program offered by Yahoo! allows you to show in the organic search engine results and you pay each time some clicks on your listing. You put money into an account and each click is deducted from your account.



ACCOUNT MANAGEMENT

Green Chair assigns an Account Manager to work with you to implement your Web Marketing Plan. He will be your regular source of contact and will oversee the success of your plan.

In order to measure the effectiveness of the Web Marketing Plan we are implementing for you, we rely on a good web statistics program that tells us how many people visit your site, how they get there, and what they do once they get there.

Account Management includes:

- One point of contact with Green Chair
- Monthly marketing meetings to go over your results
- Printouts of your various reports
- Liaison with our billing department

Overview of What Your Account Manager may do each month:

- Web Marketing Plan development
- Keyword research and analysis
- Implementation of Search Engine Optimization
- Link building program planning and implementation
- Pay Per Click Advertising set-up and management
- Web statistics setup & management
- Monthly marketing meetings
- Email marketing planning and implementation

ABOUT GREEN CHAIR MARKETING GROUP

Green Chair Marketing Group has been in operation since 2000, and Dave Carlson, the owner, has been involved in developing media pieces since 1988. Green Chair's main emphasis is to help businesses and non-profits develop and implement effective Internet marketing strategies, and well as develop eye-catching identity packages.

We have developed partnerships with highly qualified contractors whom we hire on occasion to help with portions of projects that we feel will add to the quality of the project. We hire



professionals who specialize in programming, web site design, print design, email marketing, copywriting and project management.

- We took over the Internet marketing activities for an ecommerce site that was spending \$15,000 per month in pay per click advertising. We decreased their expenses by 31 percent and at the same time increased visitors by 38 percent. Through our pay per click management and search engine optimization, within one year they went from \$225,000 per month in sales to more than \$600,000. We also set up a powerful web statistics program and helped make their email marketing program more effective.
- Performed search engine optimization on www.TimeWarner.com. Within four months, more than 75 percent of the key phrases were ranking on the front page of Google after being outside the top 100 rankings.
- Managed the pay per click strategy of a \$180 million company that saw a 450 percent increase in leads and 48 percent decrease in cost per lead in less than three months.
- Developed an Internet strategy that has helped a company grow from \$1 million in sales to more than \$5 million in less than three years.
- Helped a specialty marketing company triple its sales, allowing the owner who had been working part-time leave his employment and work full-time in his business.
- Helped develop the Internet marketing strategy for a fractional home ownership company. Within a month and a half the company received more leads than they had developed the whole previous year.
- We developed an innovative web application that automatically FTPs into a local Kinko's. Kinko's national CTO said this has never been done before and is keeping an eye on the progress.
- GreenChair.net web site is ranked by Alexa in the top ½ percent of web site traffic in the world.
- Greenchair.net is ranked as having the highest traffic ranking of all web development firms in Colorado.
- Green Chair has developed more than 130 web sites in the last six years. Today, we have approximately 10 sites in various stages of development at any given time.

CONTACT INFORMATION

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CASE STUDY ONE

Overview of Our Client's Strategy

Our client had an online store. They were spending \$15,000 each month on pay per click advertising. This resulted in about \$225,000 per month in sales. They didn't know which clicks were leading to sales because they didn't track the clicks. Their rankings in the natural listings were minimal because they hadn't done keyword research on what visitors were using to try to find a site like theirs. They weren't able to quantify results because their web statistics program only showed very general traffic information. They were also doing an irregular email newsletter even though they had more than 32,000 emails in their database.

Analysis of the Situation

In the natural listings we suspected they were being penalized by the search engines for duplicate content. The search engines frown on this because they feel this is a deceptive practice. Google will often give a site like this something called "Supplemental Results", which means that the search engines know the page exists but doesn't have any content in their database. We also suspected their email newsletter was being blocked by many spam blockers because the names of the products they sold were often on used in spam emails.

Implementation of a Solution

For the pay per click advertising we started tracking the clicks down to the individual terms and the actual results that came from them. We were able to delete terms that were not getting enough sales and increase the bids on ones that brought sales. For the natural listings we did keyword research and focused on the main keywords on the content for the home page and in the META tags. We also found that visitors search on product names rather than manufacturers, so in the Title tag for the page we switched and put the product name before the manufacturer. With the newsletter, we used a good mix of graphics and content to appease the spam blockers, as well as put the product names in graphics so they wouldn't be blocked. In order to analyze of the site's traffic, we implemented a powerful web statistics program.



Results of Our Work

Through our tactics, our client was able to move up to #4 on Google for their main search term, which got a lot of traffic. With pay per click, they went from \$.62 per click to \$.43. They decreased their budget to \$10,000 per month, yet increased their traffic by 33 percent. Through our optimization of their pay per click program, their cost per conversion to sale decreased by at least 45 percent. The deliverability of their newsletter increased as well. Within a year, their sales increased to over \$600,000 per month.



CASE STUDY TWO

Overview of Our Client's Strategy

Our client sold a large item online, which they also advertised on TV, radio, and direct sales. They were spending about \$20,000 per month in pay per click advertising, and were paying about \$98 per lead. At their peak, they got 407 leads in one month through pay per click.

Analysis of the Situation

In their pay per click efforts, they were bidding too much on the major keywords and were sending all their visitors to their home page. They needed to bid on more phrases and then send them to landing pages within their site. We helped them establish that they would make \$300 on each lead they got because the net profit on each sale was \$15,000 and they converted 1 out of 50 online leads to sales.

Implementation of a Solution

We created a dozen or more landing pages on their site that were also optimized for the natural search engine results. We created a list of more than 1,500 keywords for them to bid on. These phrases had less traffic than the major keywords but had a higher likelihood of converting to sales. They also doubled their monthly budget.

Results of Our Work

Through our tactics, our client raised their monthly budget to more than \$80,000 per month due to the increased number of leads and sales. Their monthly leads went to over 1,700 per month and their cost per lead went down to \$42 per lead. Overall, the Return on Investment went up over 380 percent from when we first started doing their pay per click. And this doesn't include the amount of traffic they were able to get through the natural search results.



CASE STUDY THREE

Overview of Our Client's Strategy

Our client is a manufacturing rep in the U.S. for an overseas company. In 2001, they had decent sales, relationships with resellers, highly competent leadership, and a showroom in Orlando, Fla. Their web site consisted of a single page that contained contact information and a small amount of information about their products.

Analysis of the Situation

Our client needed a more robust web site that highlighted and demonstrated their various products, as well as a downloadable PDF catalog. They also needed visitors to the site through the search engines.

Implementation of a Solution

We created a fully-functional web site with product description and pictures that elevated their business greatly with approximately 70 pages. We added video demonstrations of 12 of their products and created them in such a way that their customers could view them from locations with lower speed Internet access. We designed four other sites that were focused on specific product offerings. We also created an online store for their smaller products.

The Results

Since we started, their web site traffic has gone from a few hundred visitors a month to more than 13,600 visitors on six different web sites. The sales have gone up by approximately 500 percent, which the sales manager largely attributes to the Internet marketing strategy that we implemented. Their online store recently had more than \$4,400 in sales for one month. Our client has been with us now for six years.



CASE STUDY FOUR

Overview of Our Client's Strategy

Our client sells custom-made pieces of machinery to help other companies get greater visibility at major events. They had two people working part-time to manufacture and sell their products.

Analysis of the Situation

The client had a working web site that was somewhat disjointed. Because of budget limitations, they were only able to optimize their site for a few key phrases with their former marketing company. They needed to market more focused phrases, and to have more pages optimized for the search engines. They had started a pay per click campaign with limited results to make up for the leads they were missing in the free results of the major search engines.

Implementation of a Solution

We redesigned their logo and web site to make it look more professional. We shortened their contact form so visitors would be more likely to fill it out. We also optimized their site so they would get more visitors through the natural search engine results, and removed some pages that the search engines considered illegal. We took off some of their outgoing links so that visitors wouldn't leave their site. With their pay per click strategy we increased the number of keywords they were bidding on and added conversion tracking so they'd know which phrases were working best for them.

The Results of Our Work

Within the first month of the implementation of the plan, their web site traffic was up more than 10 percent with more qualified visitors. Their ranking on the major search engines went up on more than 90 percent of their phrases. Within the last year their traffic has increased more than 50 percent. Sales have tripled since we have started working with them, which allowed one of the owners to leave his old job to work full-time with his business.



CASE STUDY FIVE

Overview of Our Client's Strategy

Our client owns a flyer delivery service for real estate professionals. Her clients would drop off the flyers at the printers, where she would pick them up herself. She was driving all over town through bad traffic to pick up print jobs.

Analysis of the Situation

Our client had been trying for three years to get her web site to work effectively. She had experienced frustration in finding someone who understood her problem and offered a good solution. She knew that having a usable web site would help her spend less time in the car and more time serving her customers and making sales. And because she used an invoicing system, she had thousands in accounts receivable from slow-paying customers.

Implementation of a Solution

We developed a process where her customers uploaded their flyers through the site and the print jobs were automatically sent to a local Kinkos for printing, eliminating the need for her and clients to drive to the print shop. We negotiated on behalf of the client to reduce the printing price by almost 66 percent. We also had Kinkos deliver the printing to our client. The site also started taking credit cards.

The Results of Our Work

By implementing our process, the client was able to save herself many hours in the car driving back and forth to the printers. She was also able to make more money on the printing. The CTO of Kinkos was impressed that no one else in the U.S. was using this system. Our client was also able to greatly reduce her accounts receivable balance as a result of taking credit cards.