



5 Steps to an **Effective Online** **Marketing System**

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5 Steps to an Effective Online Marketing System



Hi, I am Ian Campbell and I am the founder of [I.C. Enterprises](http://icenterprises.com.au), a online business that is dedicated to helping YOU succeed online.

It is really exciting to be able to bring you this information on how to set up an effective system for your online marketing in 5 steps.

You see, every day I get people asking me why their online efforts are not doing as much as they expect, they put all the time and effort in for minimal (if any) results. There are some fundamental steps that most people do not take when marketing their business online, and in this report I am going to walk you through what they are.

Before we start, I just want to share with you that I was also in the same position not so long ago. I started out in the 1990's but never truly started promoting my business online until the early 2000's. At that time, as now, there was a lot of misguided and just straight out wrong information out there on how to be successful online. With the advent of Social Networking with My Space and then Twitter and Facebook, a lot of businesses looked to what was considered the easy option, build a Social Networking presence and get as many followers as possible in the hope that some would become customers.

I must admit that I was fooled into doing the same thing and spent countless hours creating "posts" and "images" for use on Facebook to try and get my "likes" up, and creating short messages for Twitter for the same purpose, but I found that it didn't matter how many fans I had, it just wasn't creating sales for me. Then Facebook made changes to the way they did things, and it became even harder to communicate with the fans I had, even though they wanted to hear what I had to say.

So I sat back and took stock on what I was doing, then compared it to what successful people in the world of Internet Marketing were doing to achieve consistent results in one of the most difficult areas of online marketing. What I found that made them different to the masses and created an ongoing upwards trend when everyone else was being affected by the economic downturn was very interesting and really quite simple.

5 Steps to an Effective Online Marketing System

They used a system.

In fact, the most effective online business people I have met have all had one thing in common, they do not leave anything to chance. If you were to see the systems they use you would find that everything leads to one thing, communicating with customers directly. Sure, most of them use Social Networking Sites to help gather leads, and some have thousands of fans on Facebook and Twitter, but dig a little deeper and you will see that this is just part of a bigger plan to get people into their system.



This is now how I am running my online marketing and as you will see in the report below, it just makes sense. You may look at it and think there are some steps you could overlook, that parts do not apply to you and your business, but don't be fooled, every step is part of the overall system and leaving anything out will make it less effective overall. So please read this report and see how using a system can make a real difference to your online marketing efforts.

So without any further ado, let's get on with the **5 steps to an Effective Online Marketing System**.

What is a Marketing System?

We all know that having a business requires getting the word out there about your services and products, to do this you need to have an online marketing system in place. An online marketing system will help you obtain new customers for your business and allow you to communicate with them on a regular basis.

There are 5 distinct steps in setting up your online marketing strategy and we will cover them in this report.

The heart of any online marketing strategy is to put your business message in front of as many targeted potential leads as possible, capture their details and then talk to them directly over a period of time while offering good quality information and help to build your trust and credibility.

5 Steps to an Effective Online Marketing System

A marketing system consists of the following pieces:

1. A website to send prospective customers to.
2. Quality helpful content to build trust and reputation.
3. A promotional strategy to get people to visit your website.
4. A free offer to get people to sign up for email marketing.
5. An "Auto-responder to deliver emails to your "list".



All of these pieces are required to be effective and to place your business above your competitors in the eyes of your prospective customers. Most businesses will do one or two of these steps, but miss the fact that to succeed with online marketing you need to do all of these things. The good part about the whole thing is that once you have it set up and running, it puts you light years ahead of your competitors who are not doing it all.

So, though this may look daunting, let's break it down into the 5 parts.

1. Website

Your website and its content should represent and brand your business while helping your visitors to find solutions (that you can offer). Your site does not have to be technologically cutting edge but should be designed to represent your business in a professional manner and have a clear pathway to get your site visitors to take action.



To do this a [website with a blog](#) included is ideal, as new content can be posted on a regular basis which will help with Search Engine results and develop credibility for your business. You should be making regular posts on your website with content that is interesting, helpful and shows your readers you are an expert in your field.

A professionally designed, effective website is a must have in this day and age. With more people than ever using the internet to research products and services before they purchase them, not having a website could be costing you customers.

5 Steps to an Effective Online Marketing System

2. Content

Any content you write for your business, either online or offline, should be of high quality and provide value to the reader. When someone reads your content they want to know that you are a person they can trust, and that you and your business can help them with their problem.

There is a common misconception that you cannot provide free information on how to do things that your business provides, as then your customers will do it themselves. However research has shown that even when given step by step instructions on how to do something, most people still prefer having someone they trust do it for them.

Your information should be delivered in a variety of different formats; text, video, audio and image. This will allow a greater number of people to view and understand your message.



Text only content once ruled the online marketing world, but with the rise of multimedia devices and our time poor society, using different formats to deliver your information has become a necessity. YouTube has over 4 billion hours of [video](#) being watched every month and image sharing websites such as Instagram and Pinterest are growing at an extreme rate. This gives you more ways to get your message out to prospective customers and allows you to utilise these fast growing resources for your marketing.

Good quality content is important to your business to give your readers a reason to come back to your website and to show you are a leader in your field. Credibility is a major factor in online marketing and providing visitors with helpful, insightful and problem solving information is one of the best ways to develop trust in your business.

5 Steps to an Effective Online Marketing System

3. Promotional Strategy

Your promotional strategy combines various sources to get people to visit your website and take action.



The first of these is Social Networking sites such as Facebook, Twitter and Google+. The key to using these sites is to not sell with your posts, but rather give quality information and help to your followers. A social network is for people to share and communicate and most people will not appreciate it if all you do is try to sell to them, you should be creating relationships with your followers and giving them solutions to their problems.

Other online promotion avenues include forums related to your services, paid advertising on search engines and social networks, comment linking on other peoples blogs in related fields, back-linking to your website on link sharing services and article writing and submission to article directories.

Using social media in your marketing strategy allows you to connect with people who are interested in your business and also gives you a way to create more traffic (visitors) to your website. Overall, there are more people connecting to social networking sites on a daily basis than any other media on the planet. To develop and maintain a presence on these networks is a major part of online marketing and you need to make it a part of your overall strategy. Back linking, article writing and commenting on other blogs can all help with Search Engine Optimisation and are considered good ways of getting more people to your website if done consistently.

4. Free Offer

The overall aim of any online promotion is to get people to sign up to your list so you can market to them via email. This requires enticing people to give you their email address and is much easier if you give them something of value in return. Here is where you need your "free offer" on a sign-up page.

5 Steps to an Effective Online Marketing System

Your free offer can be a report, an eBook, a software program or even a service, it does not really matter what the offer is so long as it is of high value to your prospective customer and helps them with a problem they are having.



A lot of people think that giving something of value away for free is a bad thing and once the visitor has it they will unsubscribe and not want your products and services, however it has been shown that if someone is prepared to take action and give you their email address, then there is a higher chance that they will want more information and be willing to purchase in the future.

Giving a free resource to your subscriber has two main effects. The first is that it allows you to show them you are a leader in your field and that you are able to provide them with the solution to the problem they are having. The other effect this has is that by giving you their email address to get your free offer, you are establishing a mindset where they are more likely to purchase from you. The subscription process is similar to a purchase process where a customer gives you something in return for a reward. Once this has occurred with your free offer, it has created trust in your subscriber and they will be more willing to take the next step and pay for a product or service from you.

5. Auto-responder

What is an auto-responder? It is a web based (usually) service that allows you to collect email addresses via a sign-up form and then send promotional emails in a preset timed sequence. So what happens is; a person uses a sign-up form to subscribe to your email list, they are then sent an email to confirm they want to join the list - this is called "double opt-in" and protects you from being called a spammer - which they have to click a link on. They are taken to a confirmation page where you give them their "free offer" and they download it (or if a physical offer you can just confirm that it is being processed).



After this, your scheduled emails will begin to be delivered to them. These are emails that you have created to be sent out by the system at predetermined

5 Steps to an Effective Online Marketing System

times after the person has subscribed. These are sent automatically by the auto-responder software and will be the same sequence for anyone who signs up to receive them.

Studies have shown that most online customers need to see your offer between 5 and 7 times over a period of time before they will decide to purchase. An auto-responder allows you to create a sequence of emails that are sent out at regular intervals after the person has signed up to your list.

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| <ul style="list-style-type: none">• John subscribes to your email list on Thursday, he will automatically get a welcome email that you scheduled to be sent immediately.• He will then get the email number two that you set up on Friday, a day later.• The next email is sent on Saturday, two days after John signed up.• Four days after signing up, on the Monday, John receives your fourth email.• On the sixth day (Wednesday), your fifth email is delivered to John. | <ul style="list-style-type: none">• Judy signs up to your list on Saturday morning, she will also get the automatic welcome email straight away.• On Sunday, the next day, she will get the second email in the sequence.• Two days after sign-up (Monday), the third email will be delivered.• On the fourth day, which is Wednesday, the fourth email goes to Judy.• Finally, on the Friday Judy receives your fifth email, six days after signing up. |
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I have used a five email sequence in the above example, but you can set up as many days worth of email as you like, you can even set up your list to receive emails for a whole year.



You can also use the Auto-responder software to create and send a newsletter to anyone on your list at any time. This is known as "broadcasting" to your list and does not affect the preset sequence of emails they receive. This allows you to provide current information

5 Steps to an Effective Online Marketing System

on new items or services, new content on your site or special offers to everyone who has signed up to your list.

There is an old adage, which dates back to the postal direct mailing industry, which states "The money is in the list". This is because once a person has signed up for your emails, they are considered a "warm" target for your marketing. They have trusted you enough to give you their email address which means you now have the ability to communicate with them directly.

The value of having an email list cannot be ignored and is one thing that will put you above your competition in most areas. It is one of the least used but most effective methods of marketing and when set up and used correctly allows you to have direct contact with your potential customers, right in their email inbox. The chances are that your opposition are not using this method and are relying on social media or their websites alone to get the message out. So using this in your system will give you the advantage of having a one on one communication process with your subscriber which allows you to gain trust whilst building a relationship.

What do I need to do next?

You really need to set up this system and start getting people to join your mailing list so you can communicate with them directly. Your first step is to set up your website and start providing quality content for your visitors.



Create your free offer, this needs to be something that people would be willing to buy, but you are going to give it to them in return for their email address. This can be a short report that gives information or solves a problem for the person signing up, or anything else that has a high value to your viewer.

You will then need to set up an auto-responder - I recommend using [Get Response](#) or [MailChimp](#) - and write an email sequence that will go out to people that sign up to it. Your emails should be helpful and provide high quality information and solutions, with a short promotion for your own

5 Steps to an Effective Online Marketing System

products and services near the end. Within the auto-responder you will need to create your sign up form. This is what you will put on your website and in your sign-up page to allow people to give you their email address.

After this a "squeeze page" needs to be created on your website. This is a page that does not have the normal site navigation and is written to direct people to your free offer and sign-up form. The sole aim of this page is to get people to sign up for your list.

The final part of the system is to promote your free offer, and your "squeeze page" in as many different places online as possible. Use social media, video sharing, forums, paid advertising and article marketing to get targeted visitors to your squeeze page so they have the chance to sign up to your list.

Summary

So, there you have it. In summary the system is basically as follows:

- Build a funnel (Website)
- Fill it with quality information (Content)
- Get visitors (Promotional Strategy)
- Give them something (Free Offer)
- Talk to them (Auto-responder)

The online marketing system is something that can be used to grow your businesses lead base and then talk to them directly about your products and services while building trust and confidence in you. We learnt that each piece of the online marketing system fits into place with the next and that missing a step decreases the effectiveness of the whole system. We have also seen that your competitors are most likely not using this system and when you do use it, it will give you an advantage over them with your customer communication and promotions.

5 Steps to an Effective Online Marketing System

My Special Offer To You

Business Website Review and Consultation.

As a special offer **just for subscribers**, I want to give you the chance to find out whether **your website is optimised** for better performance.

Do you know what things you can do to improve your websites **popularity** and increase its **effectiveness**?

- **What works** on your site and what doesn't?
- How can you **increase the response rate** from your website?
- Can visitors **find what they are looking for** easily and effectively?
- Does your website **lead your visitor** to take the next step?
- Does your website portray your business **professionally**?



All this and more will be answered in a **comprehensive review** of your website and 15 minute follow up **Skype or phone consultation** with you that will give you an action plan to increase your website reach the goals you have set for it.

This service is normally valued at \$97.00, but for the launch of my newsletter I am offering it at half price at **\$47.00**.

This offer is **only valid for one month** from when you subscribed, so grab your special offer **Today!**

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