

Online Guerilla Marketing

***How to Develop a
Prosperous Web Presence
in 1 Hour (Or More) Per Day***



webmedia 

SAMPLE OF WEBMEDIA FIJI CLIENTS

Fiji Government Sites

- Fiji Broadcasting Corp
- Airports Fiji Limited
- Dept of Environment
- TLTB (NLTB)
- LTA
- Fiji Ports
- SCC
- Fiji Exporter's Council...

Fiji Major Retailers

- Punjas
- Motibhai...

Premium Providers

- J Hunter Pearls
- United Apparel
- Danam Apparel
- Jacks Garments
- Ranjit Garments...

Tourism / Resorts

- Tourism Fiji
- Mamanuca Hotel Assc
- Hideaway Resort
- Sheraton Resort
- Club Fiji Resort
- Uprising Resort
- Anchorage Resort
- Nadi Bay Hotel Resort
- Tour Mangers
- Pacific Destinationz
- Fiji Dream Weddings
- Tadra Flowers
- Fiji Tour Shop
- Taveuni Estates
- Natadola Bay GC
- Westside Motorbikes
- Discover Fiji Tours...

Fiji Business

- FCEF
- TCF Council
- Mahogany Ind. Fiji Ltd
- Golden Manufacturers
- Fiji Industries
- Flametree Construction
- Hotel Equipment...

NGO's

- UNDP
- UNV (Volunteers)
- UNAIDS
- PIPSO
- Red Cross
- Marie Stopes
- WCS
- PANG
- World Harvest Church (CMF)....

WEB PRESENCE ISSUE(S)

- Time
- Financial Resources
- Knowledge
- Human Resources
 - Skillsets
 - Communication
 - Writing
 - Sociable Nature

SOLUTIONS

Apply the D.O.C. Formula*

*** (with a custom 'Social Media' booster)**

D.O.C. = Design, Optimization, and Conversion

"2 out of 3 ain't bad... but it sure ain't good enough..."

SOLUTIONS – NO WASTED MOTION

‘Perfect’ form means the most replicable success with the least effort



DESIGN CHECK LIST

- ☑ **Big Pics** – Which side of ‘The Window’ will they be on?
- ☑ **Longer Pages** - Forget Small pages
- ☑ **Appeal to All 4 Buying Styles**
- ☑ **Video**, Video, Video
- ☑ **3rd Party Testimonials**
- ☑ **Navigation and Menu Ease**
- ☑ **SEO Friendly** – Tags, Text, Etc
- ☑ **Screen Size** – Think Jurassic - wide sites rule the Internet planet
- ☑ **Browser Compatibility**
 - ✓ Internet Explorer – lots of exception(s) coding
 - ✓ Firefox, Google Chrome, Safari
- ☑ **Mobile compatibility**
- ☑ **WC3 Validation** – error control
- ☑ **The Need for Speed?** – Overrated - Single load a pic in front of flash – server matters -.com.fj considerations
- ☑ **Social Media** - on the Home Page, a strong presence should take up more space - Integration of Social media Apps/ sharing ability on websites. Average facebook profile has 150 friends
- ☑ **Branding, Imagery, design and appeal** – Inspiring, Congruent, and Attractive

BUYING STYLES

Which one are you....?

Driver	Instant Conversion on Home Page – Top Portion of Page Emphasis - Gain Trust and Respect
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Analytical	Information Overload – Easily Accessible
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Expressive	Hi Quality Design – Top Heavy Homepage – Focus on Benefit(s) – Powerful Headlines
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Amiable	Powerful 3 rd Party Testimonials – Strong and Multiple Calls to Action
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OPTIMZATION – TRAFFIC SOURCES



OPTIMIZATION – TRAFFIC PATHS

REACTIVE: Net Fishing

- Damn Straight Lucky
- PPC
- SEO
- SEM

PROACTIVE: Spearguns

- Newsletters
- Social Media
- Forums
- Associations
- 3rd Party Booking Sites

OPTIMZATION – REACTIVE TRAFFIC

- **PPC** – Pay Per Click – fastest results, but the most expensive, and with no residual value. Look for long tail keywords for best value
- **SEO** – Creating an identifiable presence for specific keywords for everything that you write, tag it. For specific term(s) its very powerful but its very competitive, unfortunately the traffic market fractures more by the day. Quality SEO on the highest traffic terms will cost you \$\$\$.
- **SEM** – create a lean, mean long-tail keywords machine - best option for the long term, (cost, results, and niches)

OPTIMZATION – GOOGLE PRESENCE

1. Ranking receives 42.1 percent of the click throughs.
 2. Ranking receives 11.9 percent
 3. Ranking receives 8.5 percent
 4. Ranking receives 6.1 percent
 5. Ranking receives 4.9 percent
 6. Ranking receives 4.1 percent
 7. Ranking receives 3.4 percent
 8. Ranking receives 3.0 percent
 9. Ranking receives 2.8 percent
 10. Ranking receives 3.0 percent
- Page 2 thru Infinity receive 11.3 percent

WEBSITE CONVERSIONS

Website Conversions - Motivating visitors to take your desired action

The percentage (%) of your site visitors that actually do what you want them to do?

6 REQUIREMENTS TO MOTIVATE VISITORS

1. Eye Catching and Pleasing Design
2. A Headline that Hook them and Reels them In

Remember the 8 second Rule

3. Powerful Third Party Testimonials
4. Strong Copy/Text with the Focus on Benefits
5. A Call to Action
6. A Risk Free Guarantee

MORE CONVERSIONS OCCUR WHEN YOU APPLY FUNNEL VISION

MAKING IT PRATICAL

The Aim Is To:

- Gain trust quickly by being an expert
- Hit the choicest targets and niches
- Outlay the least amount of resources... i.e. guerilla marketing

So You Must

- Developing Expert Status (Thru Design and 3rd Party Support)
- Understand, Incorporate and Play to ALL 4 Buying Styles
- Have the Best Tools – Don't be a Chef with dull knife or a Diamond Cutter with a hammer
- Stay Committed to the Process

REACTIVE TOOLS

1. Website

- ✓ Excellent Content Management System (CMS)
- ✓ Design Checklist is Handled
 - Large Pics, etc
- ✓ Social Media Integration
- ✓ Proper Booking Engine
- ✓ Page Per Element - Complete the Spectrum of Keywords
- ✓ Photo Gallery
- ✓ Video Gallery
- ✓ Sign-ups (Database generation)
- ✓ Analytics (Statistics)

- ✓ Autoresponders

2. Blog – The Karma Blaster!!!

- ✓ Must be SEO friendly
- ✓ Must have conversion on it
- ✓ Relevance trumps SEO

3. Facebook Website – get one

4. Outside Experts

- SEM
- SEO
- PPC

PROACTIVE TOOLS

- 1. Social Media**
- 2. E-Newsletters**
- 3. Online Forums**
- 4. Trip Advisor**
- 5. 3rd Party Booking Sites**

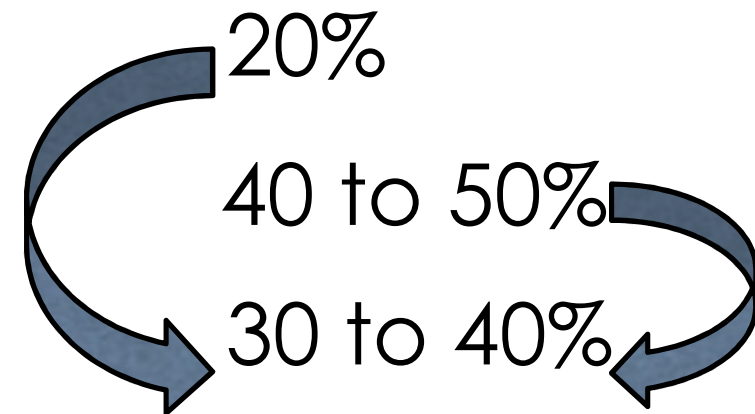
HEAR YE, HEAR YE

In any given year a normal business operation will generate sales from 3 sources:

1. Clients

2. Prospects

3. Centers of Influence



Let Them ALL Work for you = 'Turbocharge' Word of Mouth

EMAIL NEWSLETTERS

According to **Sales & Marketing Executives Club** of Los Angeles, 81% of professional salespeople will close on the 5th customer call. Here's the full breakdown:

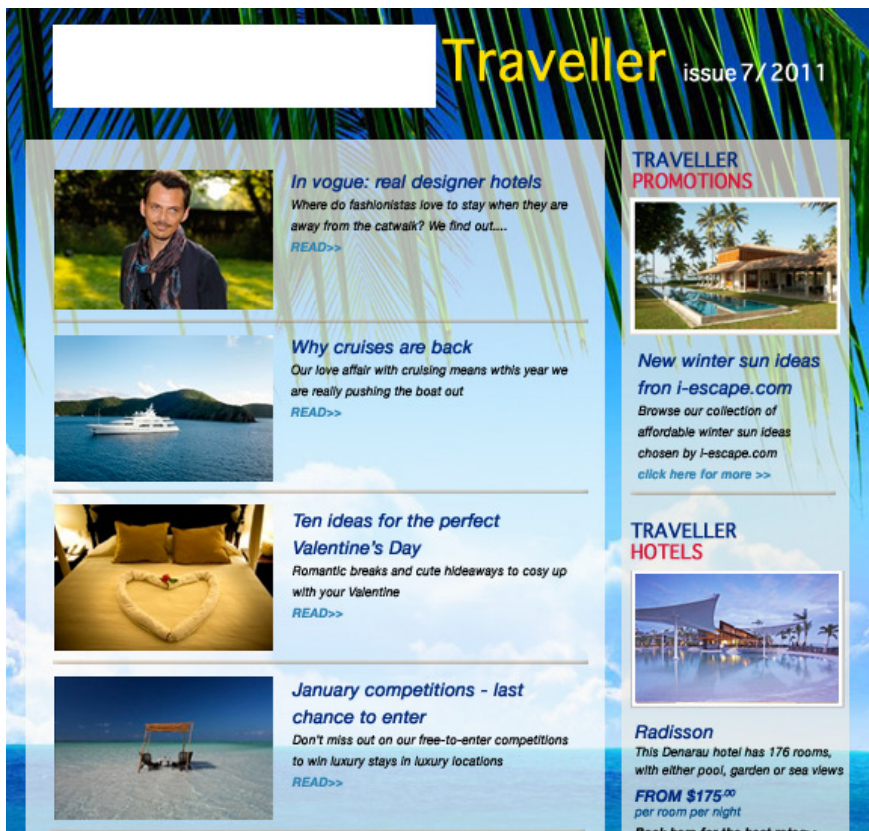
2 % close on the 1st call
3 % close on the 2nd call
4 % close on the 3rd call
0 % close on the 4th call
81 % close on the 5th call

Data from the Dartnell Corporation which reveals that 90% of all sales people stop trying to make a sale before the 5th customer call. Here's the full rundown:

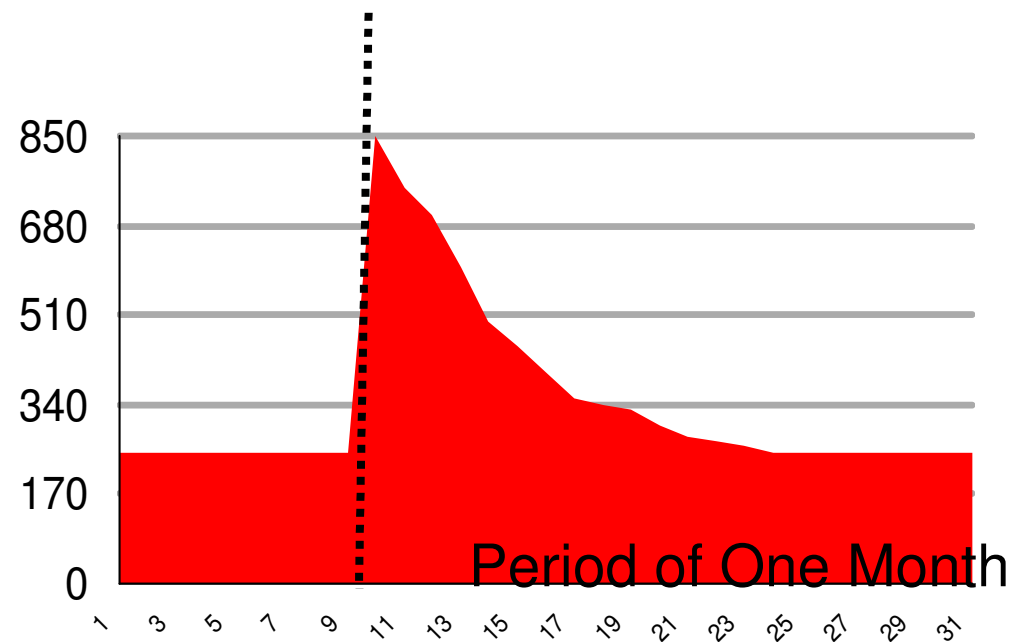
48 % quit after the 1st call
24 % quit after the 2nd call
12 % quit after the 3rd call
6 % quit after the 4th call
10 % quit after the 5th call

EMAIL NEWSLETTERS

Sample HTML Newsletter



Peak Hits on Day of Email Newsletter



GOING GUERILLA - ON ONE HOUR A DAY

1. Content Generation

2. Database Building

3. Social Media

GOING GUERRILLA - ON ONE HOUR A DAY

1. A Blog Post a Day Keeps the Creditors Away

- Posts should be concurrently loaded up on SM (Facebook and Twitter)
- Complete the 'Spectrum of Keywords'

2 Get Your Facebook Facetime –

- Profile – Request friends 20 a day (first)
- Fan Page – Be the host with the most
- Eventually Migrate for Permanent Residence

3. Handheld versus Polished Videos – We're now the YouTube Generation – Embrace your inner Spielberg

3. 3rd Party Booking Sites – Say Hello to Your Little Friends

GOING GUERILLA - ON ONE HOUR A DAY

3. Jesus and the Loaves of Bread – Time to Feed the Masses

- Multiplying Links- Social Media, Sharing sites
 - YouTube, Flickr, Issue, Social Bookmarking, Etc.
- Trading Links – Industry Relevant – Send a letter
- Gaining Links – Groups and Associations, Promotional Entities, Directories

4. Spread some TLC with SEO, SEM and even a little PPC

SEM wins the race and generally gets results much faster than you might think but there's nothing wrong with a kickstart

GOING GUERRILLA - ON ONE HOUR A DAY

5. Building Blocks (of Data)

- Facebook Groups
 - Set up one for you
 - Join and contribute to other groups
- Guest Inputs – don't forget friend requests
- Acquire Lists – Beg Steal or Borrow

6. Start Spreading the News

- The average person need to be contacted 5 times before they buy – The average business stops at 2 – eNewsletters Rock! – Keep them shorter, more will read them
- Wearing a WhiteHat, be Blog centric & coated with Junk Mail Teflon – e.g. Best Practices and avoid bad (junk) words

THE 'CERTAIN WAY' TO ONLINE SUCCESS

1. Establish a Blog – The #1 Traffic Builder - Every time!
2. Establish a Quality Booking Engine – Packages please!
3. Generate a Database – By Every Means Possible
4. Stay in Contact with an E-Newsletter
5. Make Regular Social Network Contact
6. Use Videos - Cheap, Effective, Long Lived & Trustworthy
7. 'Trust the Process' and BE CONSISTENT – It's Growing!

THESE ACTIONS (THE PROCESS) WILL 'NEVER' FAIL BECAUSE THEY ARE BASED ON THE SOUND AND PROVEN PRINCIPLES OF:

1. Consistency
2. Professionalism – Strongly Subtle
3. Being Relationship Driven
4. Reaching the Largest Numbers Possible
5. Applying Fastest Growing Trends in Communications
6. Maintaining Optimal Levels of Cost Effectiveness
7. Utilising All Levels of Communications - Written, Audio &

Video