

1. Target Keyword: improving Landing Pages

Page Title: Better Landing Pages bring Better Sales Leads!

In its simplest terms, the ultimate goal of any advertising campaign is to take leads and convert them to sales. However, the stages in between can be the most challenging, especially when your increasingly-savvy, educated prospects are shopping online and looking at competitors. More than ever, today's consumers are seeking an enormous amount of information on your product or service well before making a purchasing decision.

This means you've got to keep them interested beyond the lead-generation phase by delivering attention-grabbing content they can access with just one click. [Improving landing pages](#) is key to maintaining control over this phase of the sales process, so business owners and marketers can benefit from a few tips that will make potential customers want to hang out.

- You'll want to start by creating [a clear and descriptive headline](#) focused on a proper keyword. The title tag of your content is probably the most significant feature, as it needs to be a perfect combination of two marketing concepts. First, it needs to be easy to find by viewers entering a logical keyword search. However, finding your content is not enough for the reader, as internet searchers have notoriously short attention spans. Therefore, your title also needs to be compelling so that they're motivated to click on your content over any of your competitors.
- Improving landing pages also means including a [rousing call to action](#) by the viewer. There shouldn't be any confusion over what they need to do after absorbing your content, so state their next move clearly. You should be inspiring them to proceed to the next phase, whether it's to fill in an email contact form, view a product demonstration, conduct a live chat session, or contact a company agent. You have their attention at this point, so don't lose it by leaving them mystified. When they continue to the next step, you're that much closer to converting a sale.
- Make sure your content concentrates on the point you're trying to get across, and doesn't stray too far off topic. Once a user lands on your page, you have to keep their attention within the first few sentences of your content. Otherwise, you risk them becoming frustrated, driving them back to their search page. While you don't have to lay out in minute detail what your product or service will do for them, you should at least make them understand the benefits of taking action. At the same time, you might stress the disadvantages of inaction as a motivating factor.
- One of the easiest tactics for improving landing pages is to make prospects work for you by sharing your content across social media. However, you need to make the sharing capabilities easy and obvious. Include the proper clicks for all of the

social media outlets that are appropriate for your product or service. The icons should be at the beginning of your content, the end, and anywhere near the comments section for optimal results.

- Another method for improving landing pages is to learn from your mistakes and adjust your content accordingly. Primarily, this means [tracking website analytics](#) such as bounce rates, unique users, referring sites and other figures. Unless you have a grasp on who is visiting, who is sticking around, and where they came from, you can't fully comprehend the success of your entire marketing campaign.

Your landing page is just one component of any online marketing campaign, but it is significant because of its impact: it means you grabbed the attention of a prospect, and they were motivated to visit. A great landing page will ensure that they stay awhile.



2. Target Keyword: 10 Most Important Social Media Tools for 2014

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With the New Year upon us, many companies are working out their marketing campaigns and budgets, keeping the latest [trends in content marketing](#) and SEO in mind. As you consider promotion strategies for your business, check out the 10 most important social media tools for 2014.

1. [Google Analytics is fundamental](#) to your marketing strategy, as it provides the information you need to determine success. With a few clicks, you'll know who is visiting your landing page, how long they're staying, and the referring site that they came from, among other details.
2. If social media marketing is a significant component of your promotions approach, [Crowdbooster](#) is an excellent tool for keeping up to date. Instead of logging in and out of several social media outlets, this app allows you to access all of your accounts from a single dashboard.
3. Success with a blogging campaign means optimizing your content through sharing and generating comments from viewers. Disqus enables you to streamline the experience for readers, meaning they're more likely to visit again and share your content with others.

4. HootSuite is another one of the 10 most important social media tools for 2014, as it's useful for managing multiple social media accounts from one dashboard. It's especially handy if your company has several people that log in and out for posting comments and content.

5. It can be time consuming posting to all of your social media profiles numerous times a day, and you risk message inconsistencies if your posts conflict. Buffer is a tool that allows you to post to all of your accounts with a single click, so you stay on topic without varying content.

6. Photo content is used both for visual interest as well as optimizing searches, so [Compfight](#) is a top tool for bloggers. Professional-looking pictures can be expensive, and getting great shots requires skills that many don't have. Compfight searches the inventory of photos on *Flickr* that are copyright free or licensed for commercial use, so anyone can post pictures without worries of infringement.

7. Advocate is a tool that enables companies to spread their messages across employee social media accounts, rather than the business account being the sole repository for content. It distributes a recommended message of the day to all employees, encouraging each person to share the content on their personal accounts. This multiplies the message while not over-saturating.

8. While it's important to compile as many fans as possible when you're aiming for a successful *Twitter* campaign, it is increasingly difficult to determine who is following you and vice versa. ManageFlitter is a tool that you can use to weed out your irrelevant followers, or those who might be spam related.

9. One of 10 most important social media tools for 2014 offers a way of keeping track of keywords being searched in cyberspace. Tagboard enables you to input a relevant keyword and view all of the conversations across social media where it is being discussed.

10. Once you've mastered many of the other tools used as part of an online marketing campaign, you might want to consider Shoutlet. This complex software encompasses more of the advanced features that you might be managing elsewhere in your company, such as customer relationship managing software.

These 10 most important social media tools for 2014 are just the tip of the iceberg when it comes to devices companies can use to manage their online marketing. Not all will work for every industry or business, so it's best to understand these tools and appreciate their advantages before making a commitment to using them.

3. Target Keyword: Content Marketing Strategy for service businesses

Page Title: Why Every Services Business Needs a Content Marketing Strategy

Any internet-savvy business owner or marketer knows that taking your advertising campaign online is necessary to be competitive in today's constantly-connected world. This concept is even more vital for professional services firms, as they face a different challenge when compared to companies that deliver tangible products. A [successful content marketing strategy for service businesses](#) must involve getting the attention of prospects so that you can educate them, well before their purchasing decisions will be made.

Content marketing for service companies is the same as with campaigns in any other media. Businesses start by getting the attention of prospects to generate leads, and then managing the buying process through to converting the sale. However, content marketing is more successful than other advertising methods in many key aspects.

- [Studies have shown](#) that more businesses are generating new leads online, as opposed to traditional marketing methods like print ads and TV or radio promotions. The trend makes sense when you consider that internet marketing reaches far more people than any of these other outbound marketing tactics. The end result is that a content marketing strategy for service businesses actually improves profitability up to four times that of companies not generating leads online. This is a huge profit boost that firms cannot afford to ignore.
- More than ever before, today's [prospects want to make educated decisions](#) when looking at service businesses. They're not willing to rely upon reputation, cost or experience alone as they research firms. Therefore, it's increasingly important to teach them through content marketing that will earn their attention. Post how-to videos and articles on your blog, or enable live chat on your website for visitors who want more information. Provide upfront value to gain their trust and you'll turn a lead into a sale.
- A content marketing strategy for service businesses is a streamlined approach. Because [prospects tend to rely on reputation and expertise](#), the online world is a perfect place to spread the word about the excellence of your team. In addition, existing clients who are pleased with your services will comment on your blog posts and share information about your company on social media. They're essentially participating in a case study, without the cost or time investment.

- When done properly, content marketing helps you control the sales process as you generate leads, qualify prospects and convert sales. You earn their attention through premium quality content, such as informative blogs, event announcements on social media, and podcasts, just to name a few. They begin to see your firm as a trusted source of information, long before they intend to hire you. When they are in the position to go forward, they identify with your brand if your message has been consistent.
- No discussion about a content marketing strategy for service businesses would be complete without mention of cost. When compared to other advertising methods, promoting your professional service firm online is much lower. If you're able to handle some of the tactics yourself, the price tag is essentially free. However, you'll have to weigh the time investment and potential learning curve against having an outside firm manage your campaign.

Of course, there are many other advantages to incorporating a content marketing strategy for your company. Whether in addition to traditional advertising methods or as a replacement for ineffective campaigns, your firm cannot afford to miss out on the opportunities that content marketing can provide. From the early phases of lead generation to finally bringing new clients on board, this strategy will continue to evolve and you need to be properly positioned to get a leg up on your competitors.

4. Target Keyword: How Much Does Online Marketing Cost?
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As with any significant investment, a company's advertising budget should be carefully managed and tracked to account for cost effectiveness, success and sales conversion rate. However, it's important to realize that marketing campaigns should be considered an investment in capital rather than an operating expenditure or some other overhead cost. There is [no flat answer for every company](#), so bear in mind a few considerations when asking the question, "how much does online marketing cost?"

The Components of Online Marketing

Because each segment of content marketing involves a price tag, you need to know the details of each element when budgeting.

- **Search Ads.** [Search advertising](#) should be part of your core approach, especially if you're new to marketing online. With search tactics, your goal is to get people to find you and ultimately visit your website. Your ad appears in the hit list when users enter search terms, and they click through to your landing page. However, these pay-per-click ads carry a cost, which you may not recoup if the visitor doesn't spend much time on your site.
- **Social Media Marketing.** You're probably already connected with friends, and sharing photos or videos. However, if you're not using social media as a marketing tool, you're missing out on enormous opportunities. It's [another cost-free approach](#) that encompasses sites like *Facebook, Twitter, LinkedIn, Pinterest*, to name a few. When you find yourself asking "how much does online marketing cost?" make sure to include social media marketing. The ability to share photos, videos, blogs and other content across these channels can increase your online presence exponentially.
- **Blogging.** There are many online tools for [posting blog content](#), including articles, videos, photos and podcasts, among others. Many are free, though some offer upgraded services for a monthly or annual fee. This form of online marketing can be very successful if the content is entertaining, educational or otherwise interesting to prospects. Attention-grabbing content brings a potential customer to your site, rather than you spending money to bring them in the door.

A DIY Approach: How Much Does Online Marketing Cost?

Any online marketing strategies that are available without cost don't take into account the investment of time that you must make if they bring the campaign in house. When you're doing it yourself, you need to consider this cost aspect of online marketing, especially if you're facing a learning curve due to limited experience. Still, with a few [tips for online marketing](#), you can develop an approach that's cost-free and effective.

- Create a *Facebook* profile for your company, and ask your existing customers to "Like" your page. Their online friends will see your information, and may even share some of your content with others.
- Develop a blog page, and post educational articles on a regular basis. You don't have to blog on a daily basis, but once a week should be your goal to start.
- Draft a newsletter on a monthly basis, which includes topics that are trending in your industry. You can also include news about your company or events that you're hosting.
- Use Skype or other A/V technology to record a podcast or video broadcast. The software is easy to use, and you can even bring in guest hosts to attract attention from prospects.

- Draft a press release and submit it to one of the free or low cost online news outlets. These articles should contain a description of your company, summary of the release, and engaging body content.

Bringing your marketing online with these tips can save you money, especially as you start to master these techniques and delve into more advanced methods.