

Clio Communications

Online Marketing Communications Consulting

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The Situation

- You want to increase sales
- You need to expose your product or service to a larger audience
- You understand that attracting customers online is a fraction of the cost of traditional media like print, direct mail, outdoor or broadcast
- Your business has a website
- But when you go to Google and search your industry, your website doesn't appear

Why aren't people finding your website?



Web 1.0 goal: establish an online presence

- ✓ Hire a designer and build a great looking website that is a reflection of the brand
- ✓ Post information about the company, products and services
- ✓ Add sections to the website for customer service, contact information, press releases and jobs
- ✓ Put the URL on business cards, stationary, signage, email signatures
- ✓ Add the URL to all existing marketing materials: print ads, TV spots, billboards and radio
- ✓ Send emails out to prospects and/or existing customers. Link these emails back to existing product/service pages on the website

So why isn't this enough in today's environment?

Because everyone did it.

And now you have to compete to be seen.

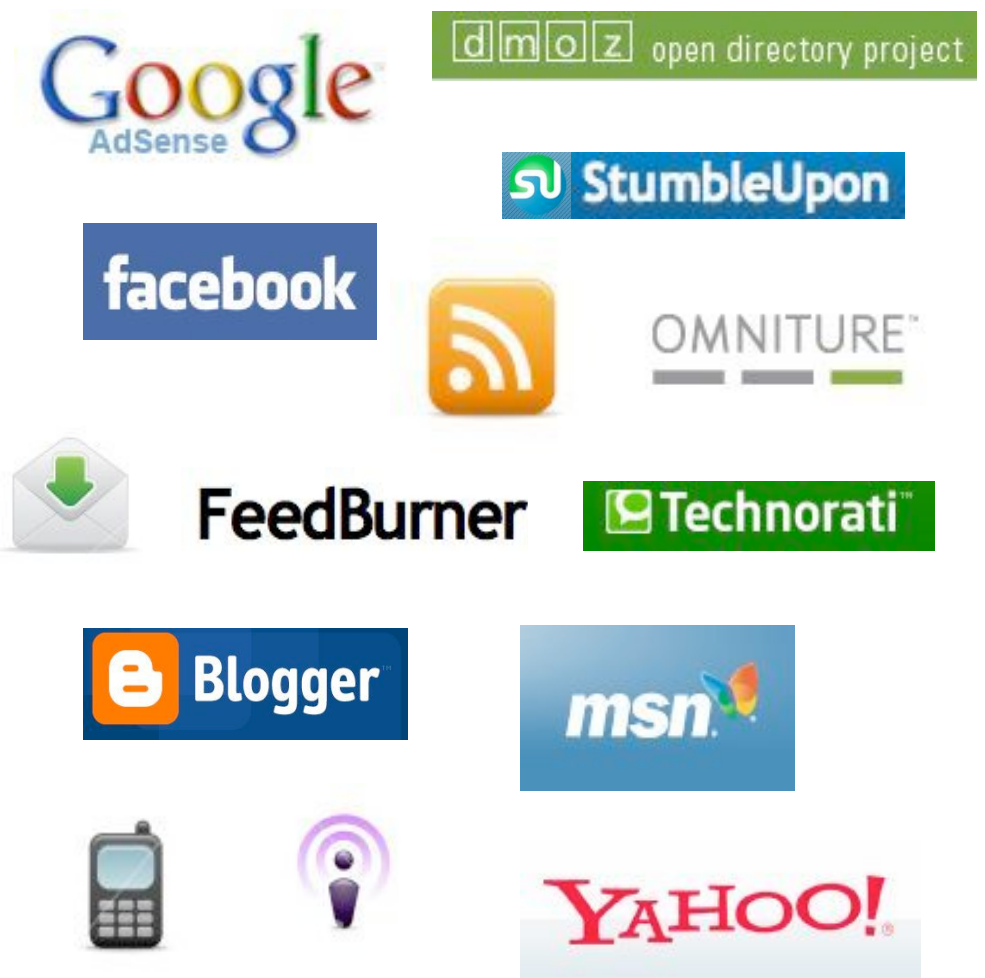
Web 2.0 goal: compete for online visibility

New tactics

- Keyword analysis
- Titles, tags, descriptions
- URL optimization
- Internal linking
- Keyword dense sitemap
- Optimized copywriting
- PDF optimization
- Landing page optimization

New tools

- Pay-per-click advertising
- Targeted email marketing
- Linking strategies
- Blogging
- Online advertising
- Directory listings
- Google product maximization
- Social media



Clio can help you develop your plan

Start with the basics

- How does Google work? What about the other search engines?
- Is Google even able to find my site now?
- What changes to my site could I make that would make it more visible to the engines?

Then grow

- What are the tools I can use to drive traffic to my site? How do they work?
- What are the most cost efficient of those tools for my business?
- What does a SEM agency do? Is hiring one my next best step?





Increasing online visibility: Clio's services

Website audit

- Determine the current site's visibility
- Prioritize any needed improvements

Project management

- Site scrap/rebuild
- Keyword analysis
- Usability testing
- Pay-per-click advertising

Consulting services

- Overarching plan development
- Alignment of online/offline brand communications
- Email marketing strategy
- Agency selection and review
- Blog strategy

Clients

SprocketGallery.com

- Basic site audit
- Keyword analysis
- Creation of titles, tags and descriptions

Embarcadero.com

- Basic site audit
- Project management of keyword analysis
- Project management of titles, tags, and descriptions

AboutArc.com

- Project management of corporate site scrap and rebuild
- Alignment of online and offline brand marketing materials

ExecNetProperties.com

- SEO/SEM agency review assistance
- Email service provider review assistance



Why work with Clio

Philosophy

- From a cost-per-lead and cost-per-acquisition standpoint, online marketing can deliver qualified prospects for pennies on the dollar compared to the cost of traditional media.....when executed with an intelligent strategy
- Understanding enough about online marketing to make smart business decisions can be overwhelming in the face of a constantly changing playing field
- Clio can help

Background

- 15 years strategic marketing experience in B2C and B2B
- 8 years in dotcom, technology, and start-up environments
- Ad agency and brand agency background

Thank you.

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