

# *Online Marketing* *ON a shoestring* *budget*

Presented by  
Todd A. Uglow  
International Creative Licensing & Consulting  
UNLV Marketing Department

In cooperation with Billiard Congress of America



# *Basis for today's discussion: The 5 Best Tips to improve your online marketing efforts*

- **TIP 1:** Defining your online brand.
- **Tip 2:** Design a website so potential customers can find you more easily.
- **Tip 3:** Always be looking for reasons to tell your 'story' online.
- **Tip 4:** Become a member of an affiliate network.
- **Tip 5:** Enhance your customers' experiences by using information they willingly give you.

# *Trends & Buzzwords*

---

- E-Commerce v. E-Promotion
- Social Networking
  - Facebook, YouTube, Twitter (Microblogging)
- Customer Relationship Management (CRM) aka Customer Experience Management
- Search Engine Optimization (SEO)
- Pay for “click” marketing

# *Realities in today's economy*

---

- 148,000 'brick and mortar' stores will close this year. (International Council of Shopping Centers, 4/2009.)
  - Promote wisely online, you can take advantage of gaps in the marketplace where other retailers may have closed in your area.
- 3Q 2008 (the peak of the recession) sales for online retailers increased by 21%. (OnlineRetailer, 12/2008.)

# *Tip 1: Define your online brand identity*

---

- More than just a logo.
- Should be consistent with your **offline** brand identity and positioning.
- Should be engaging and fresh.
  - You need to make time to maintain your online brand. **This 'me' time needs to be viewed as essential**, like payroll or taking inventory. Without this commitment, your online presence will be mediocre at best.

## *Tip 2: Design a site that drives traffic to you*

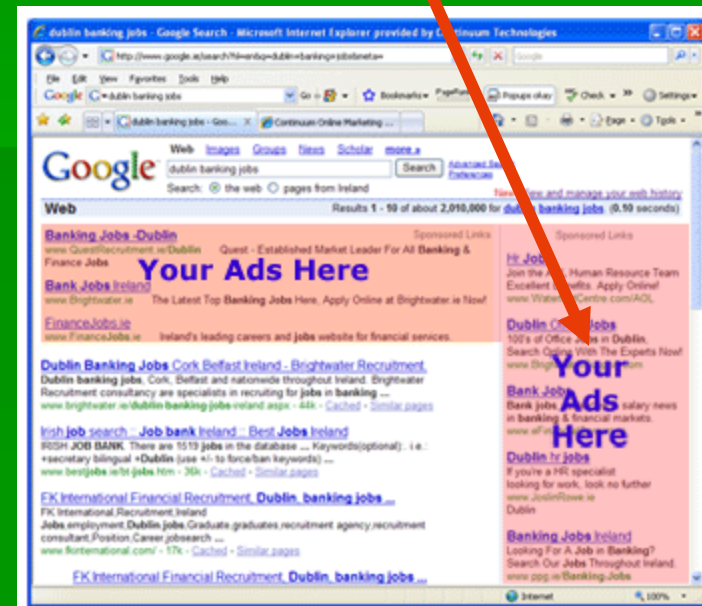
- 150,000,000 people in the US use search engines everyday to find information. (CLICZ.com)
- The number one method search engines use to find content is **relevancy**.
- Design a site rich in helpful content related to your specific business.
- Increasing likelihood of being found online takes dedication.

# *What is Search Engine Optimization (SEO)?*

- Most search engines look for relevant content, so ‘optimizing’ your site with relevant content is the goal.
- A relevant domain name. Ex: [www.LasVegasBilliards.com](http://www.LasVegasBilliards.com)
- Keywords on your website title page.
- Key Phrase Descriptors on your **primary web pages**:
  - “New York Billiard Supplies” could appear on every page for example.
- Inbound links from other credible websites.
- Social networking sites (maybe)
  - Is your product offering conducive to these sites?
  - Will you keep it current?
  - Does it appear genuine?
- Heavy text is better than heavy pictures or flash.

# *Paid Search (Adwords)*

- Small businesses can pay a relatively low fee to have their site appear when key terms are entered into Google.
- Usually \$50/month or less to get started.
- Ad appears randomly.
- Low start-up. Test it.
- Try to be specific as to your location or niche.

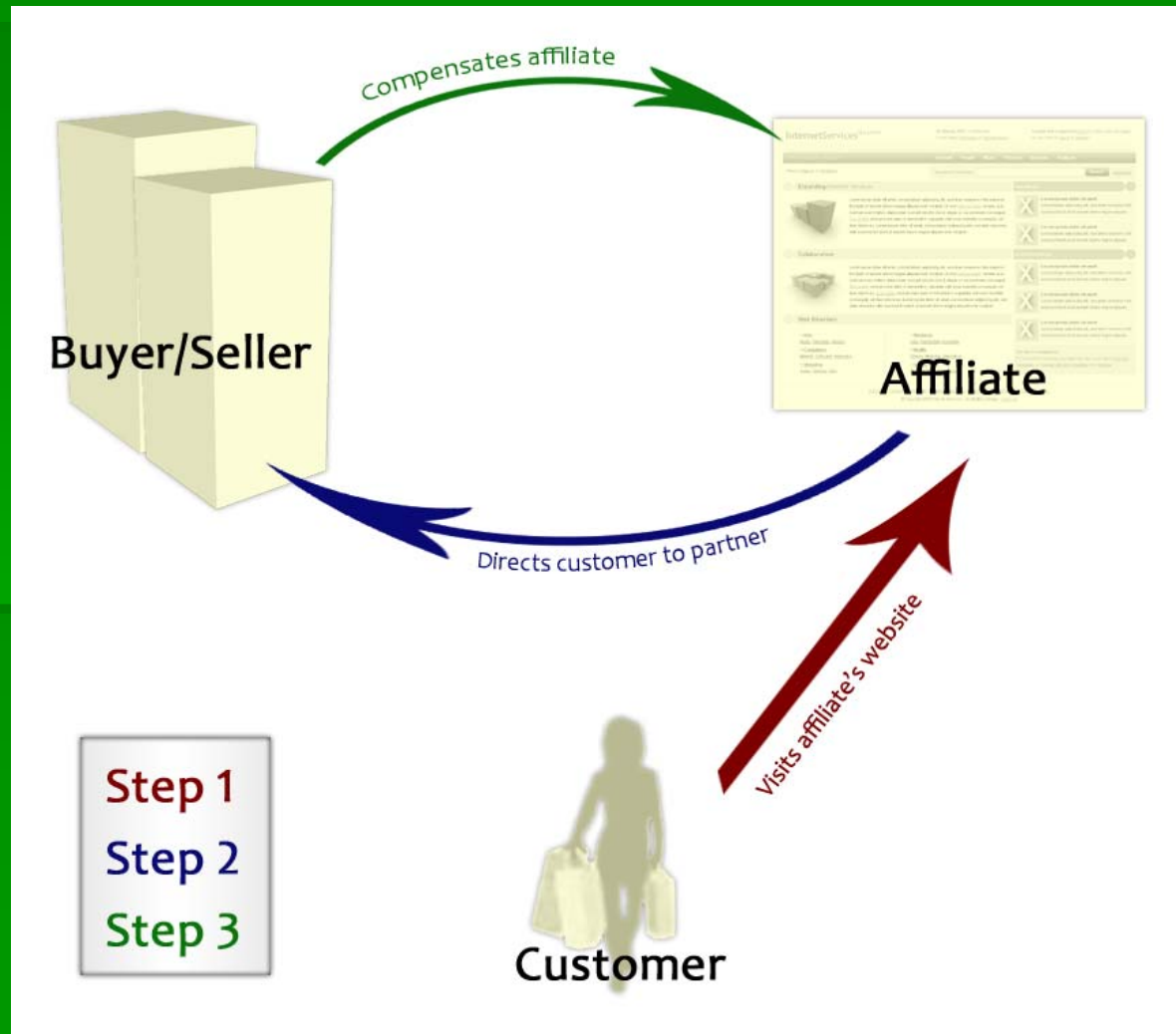


*The Internet has a  
memory!*

# *Tip 3: Find reasons to tell your story.*

- Since **relevancy drives searches**, convey your expertise to others.
  - Submit articles with this expertise to other sites and media outlets.
  - Even basic facts related to your background, history of your business and the industry in general are good.
- Become a self-proclaimed 'expert' in a niche category.
- Participate in a Q and A industry forum.
- Have a contest.
- Publish an e-newsletter.
- Write a product review and submit it.
- Accept speaking engagements! 😊

# Tip 4: Get involved in Affiliate Programs



# *Affiliate programs work.*

- Amazon has been using affiliate programs since 1996. Usually works like this:
- A link appears on a site containing related content.
- The link takes the consumer to an online merchant's site in a related field.
- The 'referring' site is typically compensated by one of these methods:
  - CPS (cost per sale) 80%
  - CPA (cost per action) 19%
  - CPC (cost per click) 1%

# *How can **you** use an affiliate program?*

- **Ex: Look to partner with related, but not directly competing (credible) websites.**
  - Moving companies...or
  - Contractors...or
  - Real Estate Agents
- **Ex: Look for suppliers who will drop ship for you.**
  - Less need to carry expensive inventory.
  - Less need for large show rooms.
  - Result: carry 'HUGE' product assortments!

*Tip 5:*  
*Manage your Customer's*  
*online Experience*

---

*"IF YOU DON'T DO ANYTHING ABOUT  
DEVELOPING THE CUSTOMER  
EXPERIENCE, SO THAT YOU ARE  
TEEMING WITH ADVOCATES IN AN ERA  
WHEN PRODUCTS AND SERVICES ARE  
NO LONGER THE DIFFERENTIATOR,  
THEN YOU BECOME ONE OF THE PACK  
AND DIE OUT..."*

*(CUSTOMER RELATIONSHIP MANAGEMENT ASSOCIATION)*

# *Customer 'Experience' Management*

- Customers are ultimately loyal if they have a pleasing experience.
- **Information about your customers** is one of the most valuable assets your business owns.
- Collect information from the customer, but give them an incentive to do so. (drawings, coupons, partnership.)
- What information should we collect from the customer?
  - Buying patterns. (as simple as 'when' and 'what' they bought.)
  - Lifestyle information. (why do you have a pool table?)
  - Personal information: (birthday, family information, etc.)
- Since many products are commoditized, CEM should be essential (not optional) to your business.

# *How CEM should work...*

- Your goal must be to improve the customer's experience with you **at every opportunity**.
- Consistently deliver excellent service-**your reputation should be protected and nurtured**.
- BUT, you cannot provide an 'enhanced' experience unless you really understand your customer.
  - Ask: what are the **'loyalty drivers'** customers in your industry?
  - Conduct customer sat surveys.
- Being a small business truly is a **BIG** advantage.
- Allow the customer to control how you communicate with them. (email, phone, text, etc.)

# *CEM Examples*

- **More than just a fad:** Customers appreciate being contacted. (Don't forget to contact customers who have fired you or bought from the competition.)
- **Ex:** If we know **when** and **what** our customers have purchased, we can reach out to them at an appropriate time in the future and with an appropriate offer.
- Email an 'instant' coupon.
  - 1Q2009, [www.Drugstore.com](http://www.Drugstore.com) saw a 100% increase in coupon redemption—consumers look for them.
- Invite the customer to a private product showing.
- Suggest an accessory.
- Offer a product review.
- Remind the customer it's been 2 years since the purchase and ask, "How about a re-cloth?"

# *Q and A*

Todd Uglow

[todd@iclicensing.com](mailto:todd@iclicensing.com)

949.274.5885

[www.ICLicensing.com](http://www.ICLicensing.com)