

Online Marketing Plan

Tomer Harel, Founder & CEO

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Key Scouts

Internet Marketing Solutions | Get On Top!™

Agenda

- About Tomer Harel and Key Scouts
- Online Marketing Plan
- The Thinking Process
- The Research
- Online Marketing Mix
- Web Resources to the Rescue
- Questions?

About Tomer Harel and Key Scouts

- Tomer Harel is the founder and CEO of Key Scouts, an Internet Marketing firm specializing in global Search Engine Marketing and focusing on the needs of small to mid-sized businesses.
- Key Scouts core values are to provide superb customer service and deliver true value to clients in terms of ROI and profitability. To this day, Key Scouts is providing diverse Internet Marketing solutions to dozens of satisfied customers from various industries, worldwide.
- Tomer is also a reputable Internet marketer and search engine specialist, who published numerous professional articles and is actively participating in international conventions and Web forums.
- Prior to founding Key Scouts Tomer held senior positions with numerous hi-tech companies in Israel and in the US, with over 12 years of experience in the industry.

Online Marketing Plan

- What is the purpose of an online marketing plan?
 - Define measurable online objectives
 - Analyze online competitive landscape
 - Propose an online penetration strategy
 - Provide traffic & cost estimation
- Who needs it?
 - Any business looking to launch an Internet venture
 - Existing businesses looking to launch a large-scale online marketing campaign
- Same as business plan?
 - No! Complimentary to business plan
 - A business plan provides the core foundations for any marketing plan
 - It does not provide the answers to the questions above

The Thinking Process

- Understanding the business is Key
 - Goals and Vision
 - SWOT analysis
 - Target market (buyers, influencers, etc.)
 - Messages, value proposition
- Taking a Top-Down approach (GOSPA)
 - Align with Company **G**oals
 - Set measurable **O**bjectives
 - Propose an online penetration **S**trategy
 - Provide a detailed action **P**lan
 - List actual **A**ctivities and timeline

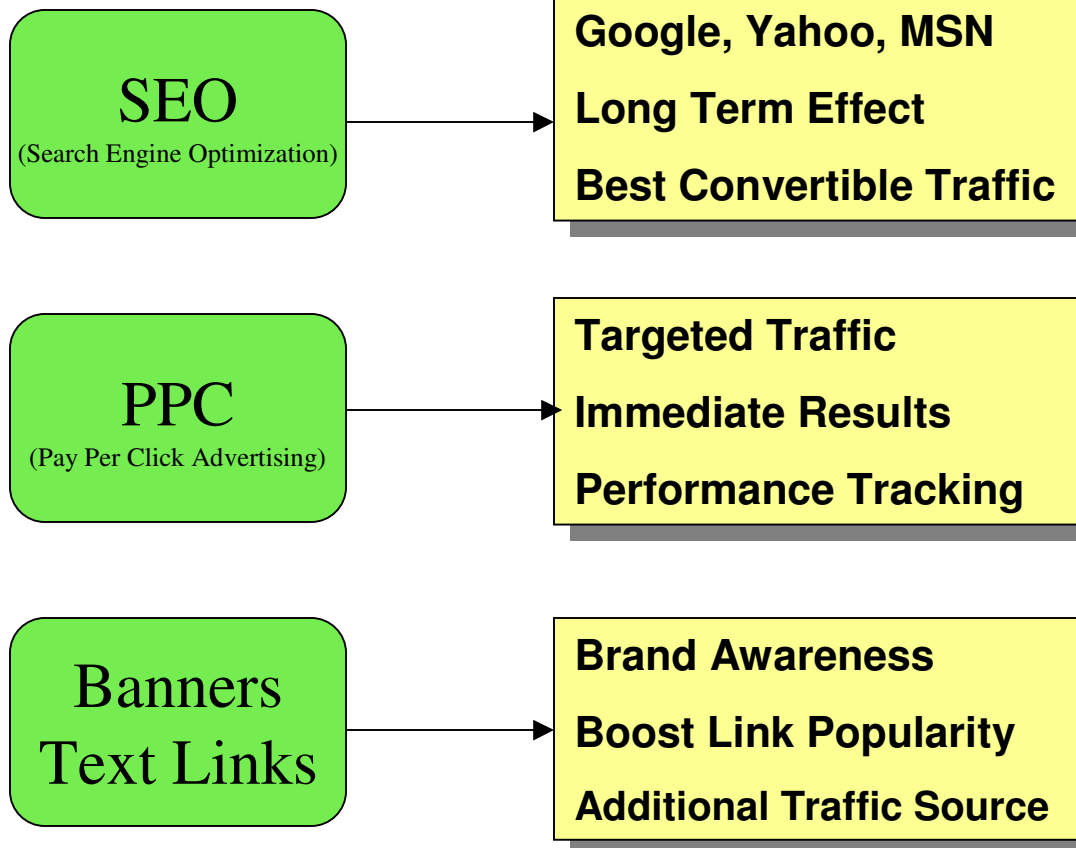
The Research

- Competitive Analysis
 - Analyze top competitive websites / web applications
 - Discover their target keywords (density analysis, meta tags, etc)
 - Explore SEO data (Page Rank, incoming links, web directories, etc)
 - Reveal their online marketing tactics (PPC, SEO, advertising sources)
 - Explore statistics: monthly traffic estimation, demographics, and more
- Keywords Research
 - Identify relevant keyword (combinations, synonyms, plurals)
 - Estimate the monthly traffic per each keyword
 - Evaluate competition per each keyword
 - Select the most efficient keywords (maximum traffic – minimum competition)

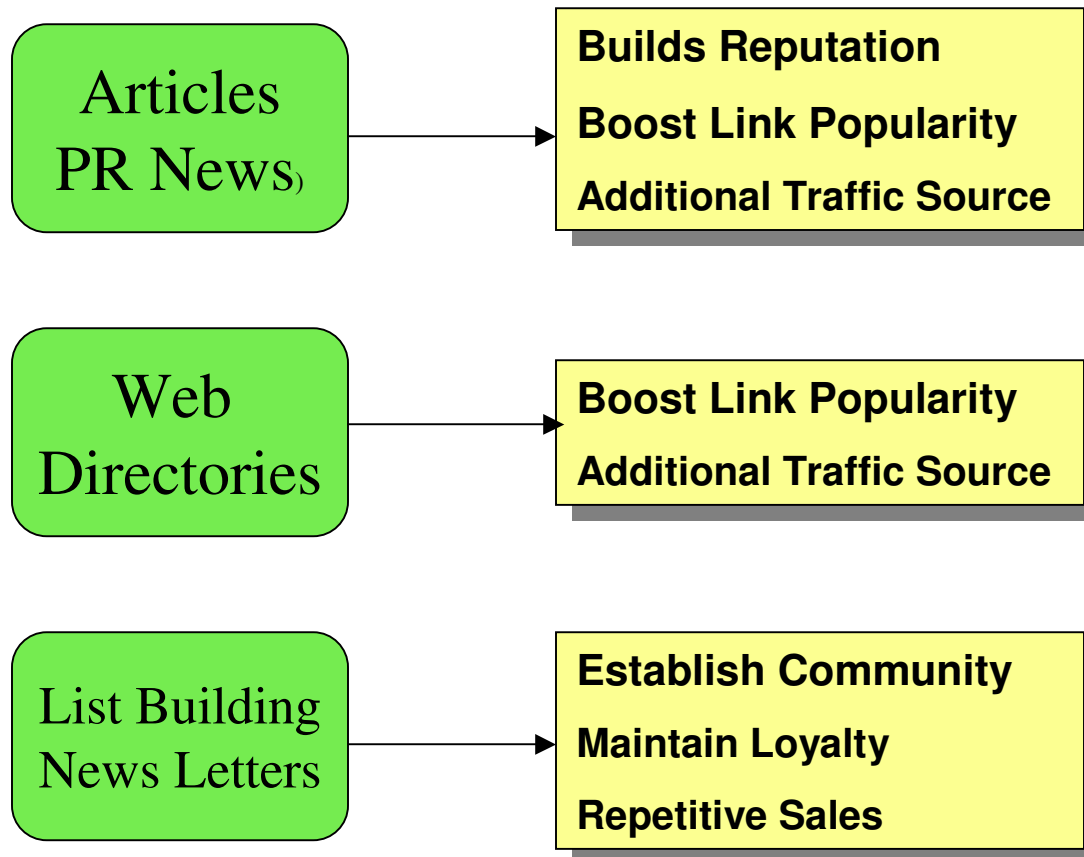
The Research (cont.)

- Online Marketing Mix (see next slide for details)
 - Has to match company's goals and objectives
 - Has to be cost-effective and match company's budget
- Cost per Traffic Estimation
 - Estimate cost per traffic (CPC, CPM, submission/distribution fees, service fees, etc...)
 - Measure costs over time

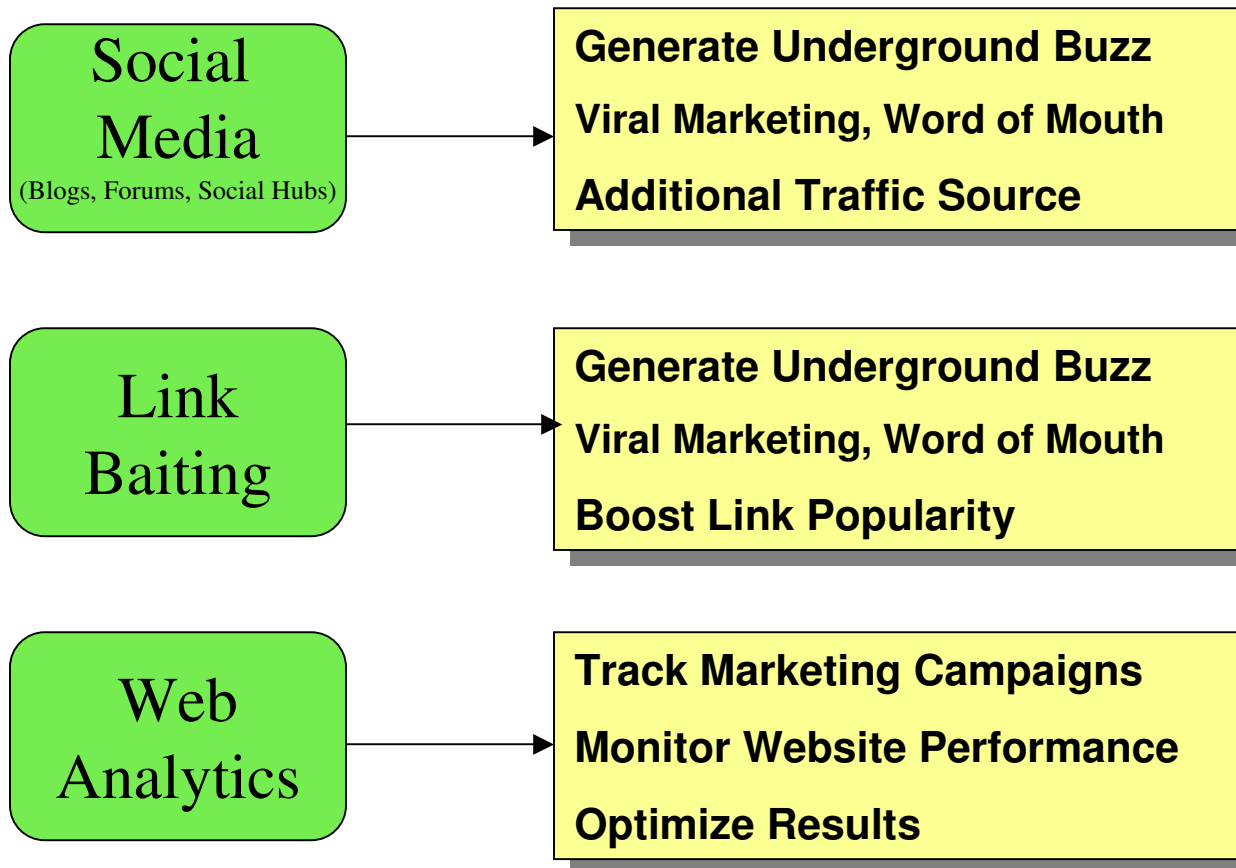
Online Marketing Mix



Online Marketing Mix (cont.)



Online Marketing Mix (cont.)



Online Resources To the Rescue

- Keyword Research
 - [Google Keyword Tool](#)
 - [SEO Book Keyword Tool](#) (based on Overture)
 - [Trellian Keyword Discovery](#) (paid service)
 - [WordTracker](#) (paid service)
- Traffic Estimator
 - [Google Traffic Estimator](#)
 - [Alexa](#)
- Competitive Analysis
 - [Compete.com](#), [Quantcast.com](#)
 - [URL Trends](#)
 - [Spyfu.com](#)

Questions?



Thank You!

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The logo for Key Scouts features the words "Key Scouts" in a blue, serif font. The letter "o" in "Scouts" is replaced by a stylized orange and blue gear or compass rose.

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