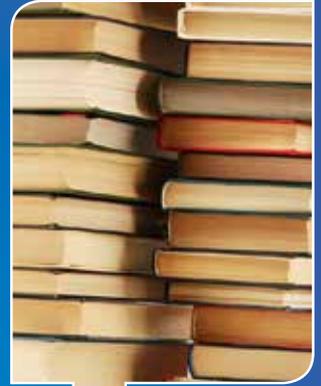




ONLINE MARKETING STRATEGIES & THE CONNECTED CONSUMER.

at+m
A STATE OF MIND

IT'S 2004. MEET JOHN.



HERE'S JOHN IN 2015.



SAME NEEDS, DIFFERENT BEHAVIOUR.

CREATIVITY

ACCEPTANCE

RESPECT BY OTHERS

MORALITY

RESPECT OF OTHERS

SELF-ESTEEM

SELF CONFIDENCE

FRIENDSHIP

RELATIVES

ENJOYMENT

GOOD HEALTH

REAL FAMILY

HAVING A JOB

BREATHING

FOOD & WATER

SLEEP

LOVE

THE WORLD HAS CHANGED.



61% Now prefer news on PC, tablet, laptop or mobile to newspaper



110 HOURS PER MONTH

Spent online by the average person



27%

Of all online sales are made on a mobile device

3 HOURS 41 MINUTES

More time spent online than watching TV per day



2.4% DROP

In high street footfall

TAKE A LOOK AT JOHN'S SITTING ROOM.

An illustration of a sitting room with a TV on a stand, a laptop on a table, a person holding a phone, and another person using a tablet. The background is a solid blue color.

TV

63%

Watch TV and
surf the web at
the same time

90%

Move between
devices to
accomplish
a goal

PHONE

TABLET

LAPTOP

THE BUYING PROCESS HAS CHANGED, TOO.



They switch regularly between devices



They read reviews, compare styles and research pricing

BUYERS ARE UNPREDICTABLE

THEY SEARCH...

Holiday in Ibiza

93% of buyers research online before purchasing.
48,000 online searches occur per second through Google alone.

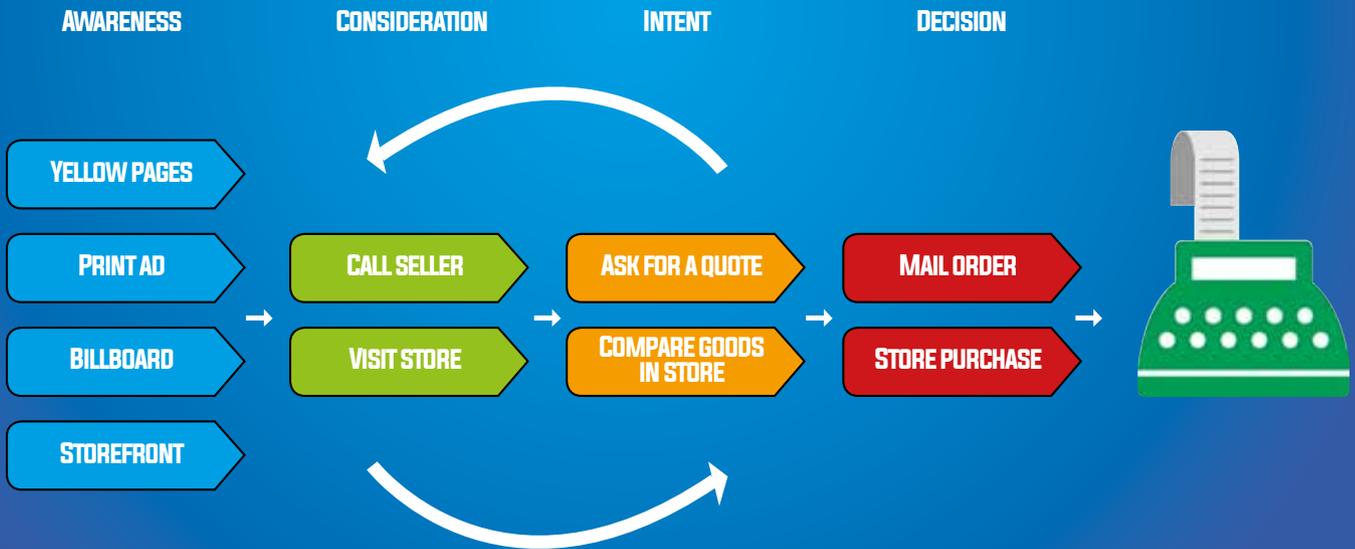


THEY SEARCH AGAIN

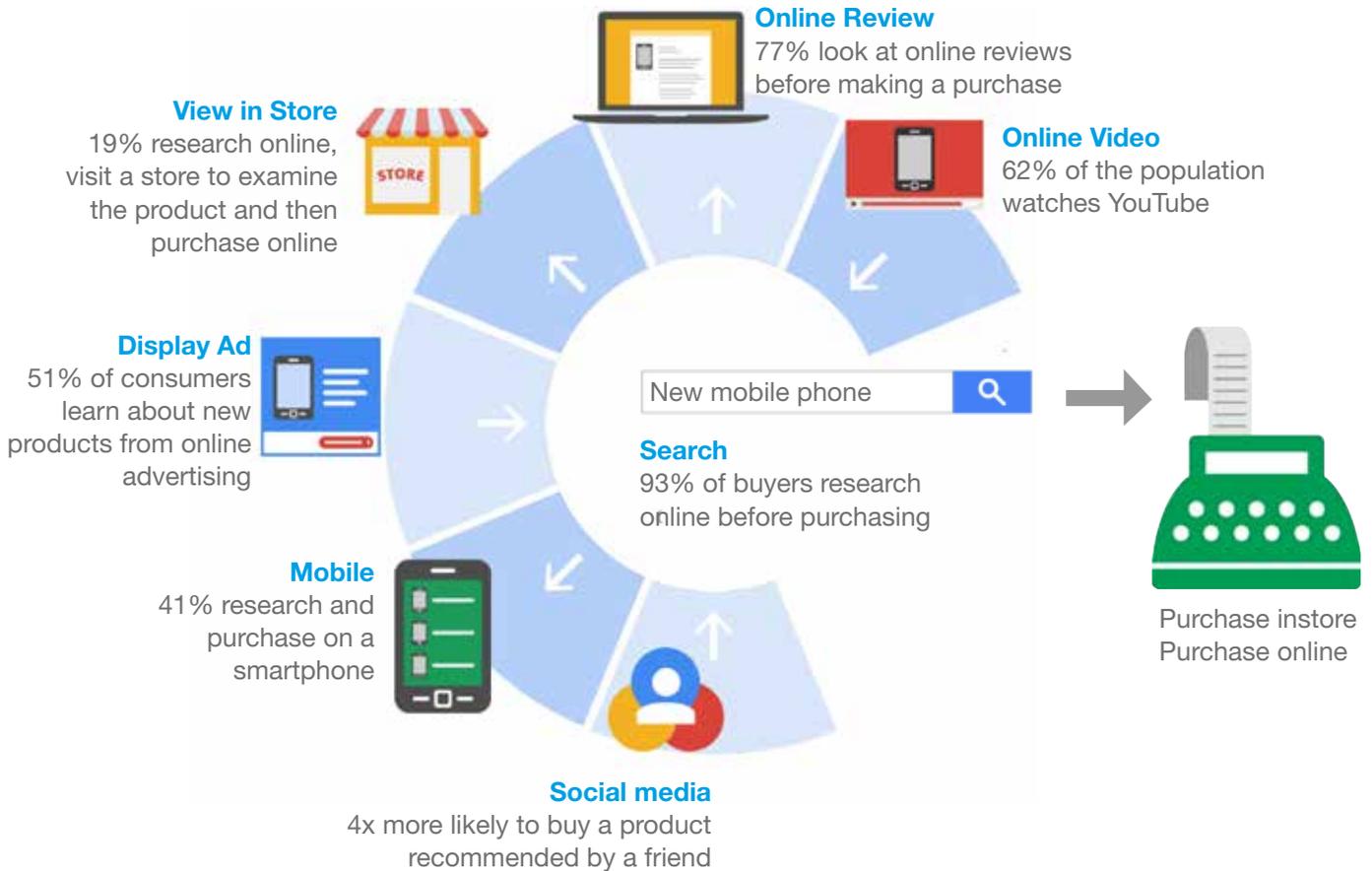
Cheap 2 nights + Ibiza

On average, 10.4 information sources influence an online buying decision.

BUYERS USED TO FOLLOW A LINEAR PATH TO PURCHASE.



NOW THEY USE THE INTERNET AS A HUB.



SO WHAT ARE THE CHANNELS FOR ONLINE SUCCESS IN TODAY'S WORLD?



FROM THIS...

YELLOW PAGES

NEWSPAPER CLASSIFIED ADVERTS

WHITE PAGES TELEPHONE DIRECTORY

TELEVISION AND PRESS ADVERTS

PRINTED BROCHURES

?

Many businesses today are facing the challenges in marketing their business successfully online. You can have the best product or service in the world. You can have the best website ever developed. However, if there is no (or a poor) online strategy you will be the best business that no one has ever heard of. Typical marketing problems that affect many businesses are limited time, lack of resources, cutting corners, not targeting consumers effectively and the inability to measure what works and what needs fixing. You need to generate leads and sales online by out marketing your closest competition. The secret is, using the right channel correctly, to make your online marketing successful.



TO THIS.

SEO (SEARCH ENGINE OPTIMISATION)

GOOGLE ADWORDS

GOOGLE +

ONLINE DISPLAY

WEBSITE

SEO

(Search engine optimisation)

The main aim is to get on page 1 of Google since it has 85% of the online search market in Australia. The higher your website appears in search engine rankings, the more customers you can win. For a moderate size website, the SEO cost that some companies are charging can be expensive. This is why only 8% of all websites are optimised. However, paid SEO is a very opaque term. If a website developer has done their job correctly, on the internal structure of a website, this will usually achieve good results without the big cost.

Meta tags are one piece in a large algorithmic puzzle that major search engines look at when deciding which results are relevant to show users who have typed in a search query.

A professional web development company will always include this as part of their service.

GOOGLE ADWORDS

Think of Google as a big newspaper page full of advertising that you can advertise in millions of times for free, and only pay for the online traffic that comes through to your website.

It is an excellent way to get quick traffic to a new website while still developing new enquiries and sales from specific cities and regions.

Key word development and research coupled with daily maintenance is a mandatory requirement for success.

Add in Facebook, and LinkedIn advertisements, to gain more coverage.

GOOGLE+

Google+ is a social network for businesses, like a blog, it builds off of your Google My Business Account, which is linked to Google Local (previously called Google Places). Google doesn't rely on your existing connections — it helps you make new ones.

Developing a good blog section like Google+ on your website will also assist your SEO.

ONLINE DISPLAY ADVERTISING

Being able to profile your perfect prospect and find them across 1000's of websites with animated or static display banners, using targeted messages to gain traffic to your website. Using profile and browsing behaviours, we can identify target groups interests, lifestyle and locations which is extremely cost effective.

With retargeting, you can re message prospects who do visit your site, then visit other sites using coding, to assist your online advertisement to anonymously 'follow' your audience for a specified period of time.

WEBSITE/DIGITAL

Your website is now the foundation to all offline and online marketing activities. It is the core of your business. In a traditional offline sales process, previously when you ran a newspaper advert, there would be a phone enquiry, a visit to the store, a choice is made then a purchase.

Now someone sees the advert and 93% of consumers will check out your website first. It is the new step in the sales process. A poor website can cause a negative judgement of your business and therefore

cost you leads and sales. The look and feel of your website must send a positive message that is relevant to your target market. The aim is attention, attraction and affinity.

Having a UX (User Experience) for your website is working out how to best meet the desired outcomes of the website visitors and whether the one site can achieve what your expectations are.

Through planning you can target the 4 main users of a good website which are:

1. Existing customers who are revisiting to see what is new or check some details.
2. Warm customers who have seen an offline marketing activity and are checking the business or product offering out.
3. Cold customers who have come into the website through SEO and AdWords and they know nothing about your business.
4. Google Robots, the most often overlooked visitor. Googlebots use an algorithmic process to determine which sites to crawl, how often, and how many pages to view from each website while looking for the 226 factors that determine where your website ranks during a search.

Social media integration within your website is also an important consideration.



THE NEXT STEP?

Are you concerned that you are spending too much or not enough for online marketing?

Are you worried that your current media online and offline plan does not complement each other or is not as effective as it should be?

Are you concerned you may not know how to best target your advertising to your audience?

Are you satisfied with the level of traffic and enquiries through your website?

**CALL 1800 356 164
TO DISCUSS YOUR
ONLINE MARKETING
STRATEGIES
WITH OUR TEAM
OF ACCREDITED
SPECIALISTS.**

It's how we're integrated that manages our ability to work together to provide a seamless service with the best possible results.

DIGITAL / ONLINE

- Online advertising strategy and design
- Website - Solution design and development
- Search engine SEO and SEM
User Experience
- Social media strategy and content marketing

STRATEGY

- Consumer insights
- Brand audits
- Brand positioning
- Communication strategy
- Marketing strategy
- Product development
- Retention strategy

ADVERTISING

- Concept and creative development
- TV, press, radio, outdoor, digital, shopper / retail
- Copywriting
- Brochures and catalogue layout and design
- Direct marketing

BRANDING & DESIGN

- Brand naming and positioning
- Branding identity and guidelines
- Brand essence
- Brand transformation
- Marketing collateral
- Packaging

MEDIA

- Online, digital, mainstream, print, outdoor
- Strategic booking, planning and buying
- Campaign evaluation and measurement

PRINT PRODUCTION

- Offset and digital printing
- Large format printing
- Production coordination
- Direct mail
- Signage



David Peck
0417 305 655
david@atmmarketing.com.au

Shaun Cooper
0419 358 637
shauncooper@atmmarketing.com.au

**WE WELCOME YOU TO
VISIT US PERSONALLY,
BUT IN THE MEANTIME
TAKE A PEEK AT
ATMMARKETING.COM.AU**



150 Cimitiere St
Launceston
Tasmania 7250
1800 356 164
info@atmmarketing.com.au
atmmarketing.com.au