

The Truth About Online Marketing

Anyone who's been in marketing for long knows that you absolutely MUST have a list, back-links to your website, tons of targeted traffic to your sites, blah, blah, blah...and everyone else has got plenty of really useful information about how you can achieve all of this...

But what they don't tell you is that there are also ways of doing these things that will actually work against you, to the point of being worse than doing nothing at all!



Never allow customers to leave your website without capturing their contact information (if possible).



Don't use an AOL, Hotmail, Yahoo or MSN email address, and especially NEVER use one as your primary email address.



Don't promote anything without knowing exactly what you're selling.



Stop relying too much on free advertising. FREE doesn't always mean GOOD!



There's no need to buy separate domain names for your sites when you can use subdomains instead



Never neglect your list building. These are your potential customers and the more you have the



Don't try to market without a QUALITY autoresponder.



Don't ignore SEO simply because you don't understand it, or think it's boring.



Don't rely on Google for ALL of your PPC advertising. Look at other options for online advertising.



Don't assume newspaper readers aren't interested in your online products or services.



Don't be afraid to use psychology, everyone else does with great results!



Just remember that by helping others to be successful you help yourself, but you also need help as well.



Marketing Metrics That Matter

Customer Acquisition Cost (CAC) - This metric measure the total average cost the company is spending to acquire a new customer. To calculate the CAC you must take the total sales and marketing spend for a specific time period such as a quarter and divide it by the number of new customers acquired during that same period.

Marketing Percentage of Acquisition Cost - This metric represents the marketing portion of your total CAC, calculated as a percentage of the overall CAC. To calculate: take all of your marketing costs and divide them by the total sales and marketing costs used to compute the CAC.

Marketing Originated Customer % - This is a ratio that shows how much new business is driven by the marketing team. It determines which portion of your total customer acquisitions directly originated from your marketing efforts.