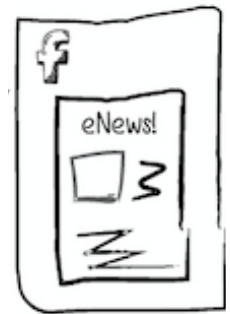
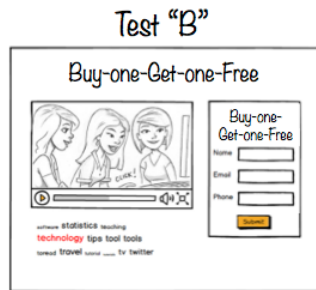
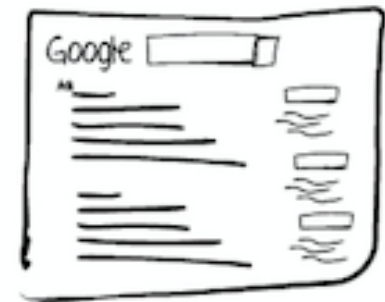


The Ten Golden Rules of Online Marketing

Jay Berkowitz

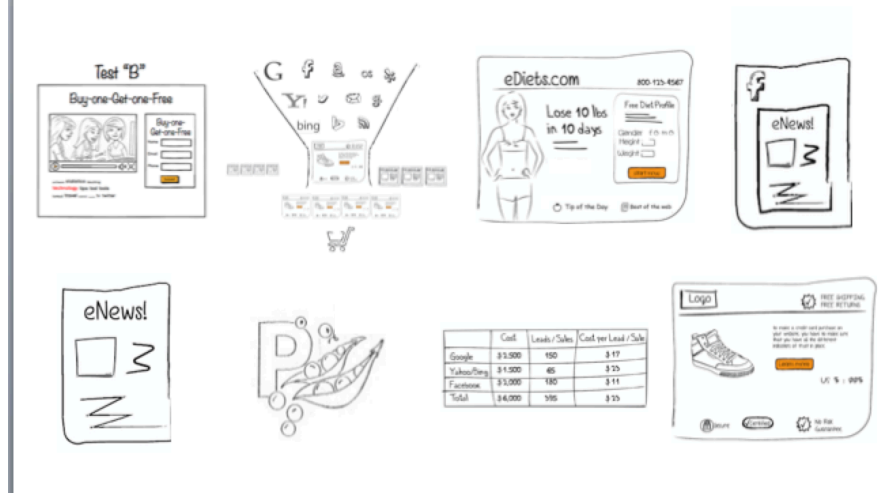


	Cost	Leads / Sales	Cost per Lead / Sale
Google	\$ 2,500	150	\$ 17
Yahoo/Bing	\$ 1,500	65	\$ 23
Facebook	\$ 2,000	180	\$ 11
Total	\$ 6,000	395	\$ 23



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Disclosures: Some of the people quoted or mentioned in this e-book are my friends and I have business relationships with several of the companies mentioned or profiled.

Please feel free to post this on your blog or email it to whomever you believe would benefit from reading it.

Thank you.

This Ten Golden Rules of Online Marketing eBook is an updated summary of the book and presentation by the same name. The presentation has been given by Jay Berkowitz at over 100 industry and CEO events. The book sold out in it's fourth printing, you can still find it used on Amazon.com.

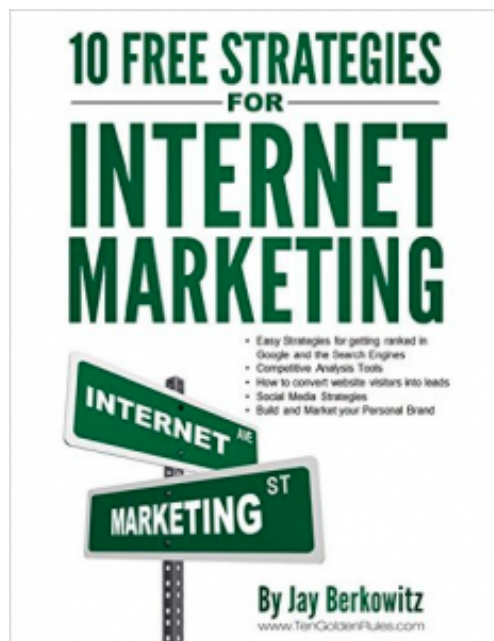
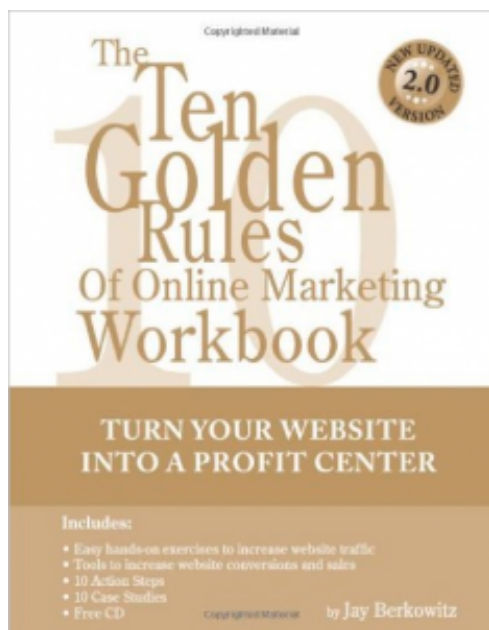
Other books by Jay Berkowitz include 10 FREE Strategies for Internet Marketing and Matt the Intern's Guide to Digital Marketing. If you are looking for more in-depth digital marketing, please enjoy one of these books, or visit www.TenGoldenRules.com/education

"The Ten Golden Rules of Online Marketing is solid gold. Anyone who uses a website for business – and who doesn't? – will profit in every way from Jay's advice."

Harvey Mackay, Author of the #1 New York Times bestseller
Swim With The Sharks Without Getting Eaten Alive

"Excellent! I found this book very useful. A great read for an affiliate or an internet marketer."

Shawn Collins, Author Successful Affiliate Marketing, 'Co-Founder Affiliate Summit



Rule #1

There are no “Rules”

The first rule of the Ten Golden Rules of Online Marketing is: There Are No Rules. That's right! When it comes to online marketing, forget everything you think you know from traditional marketing.


With traditional print and television marketing, there were some “rules,” or general principles, which we followed. For example, we showed 40% of an audience a television commercial 3 times to achieve enough “reach,” and focus groups gave us a pretty good idea about which type of ads would work. But with online marketing, it's all about testing.

Test, Test and Test Again

The beauty of the Internet is that you can test more frequently than ever before, and you can evaluate what's working, and then you can change and iterate almost instantaneously. This applies for everything you do on the Internet - your website, banner designs, email marketing, paid ads, search marketing, and even online marketing platforms such as social media. There really are no rules! In the example below, half the audience sees Test A, and half sees test B, and with enough visitors we can determine a winner.

Test “A”

50% Off




software statistics teaching
technology tips tool tools
travel travel social media tv twitter

Name
Email
Phone

Test “B”

Buy-one-Get-one-Free



software statistics teaching
technology tips tool tools
travel travel social media tv twitter

Name
Email
Phone

What Should I Test?

You should test different offers, different designs, different media, ads, keywords and landing pages, videos and email headlines, and just about anything else you can test and measure.

Rule #2

The Internet Is Not Television

The second Golden Rule is: The Internet Is Not Television. As marketers, television advertising gave us the opportunity to send a visual message - to tell a story using moving pictures and audio. TV was the most powerful media. But it is a one-way media; we push information out to our consumers.

From a strategic standpoint, Internet marketing is a lot more like direct mail marketing because of the ability to test and measure. Apply “direct marketing math” to your digital projects.

In direct mail, we tested two or more variables such as envelope colors, offers, or lists. The best performing combination became our “control” and next, we tested new variations to try to beat the control. Online, we test different designs, different offers, and different media sources. Here is a simple example of how we measure the success rate of one month of media; we test Google against Yahoo/Bing and Facebook. In this example, Facebook beats Google and Yahoo/Bing for cost per lead or sale. In the next month, we would increase our Facebook budget and decrease the other media to reduce overall cost per lead or sale.

	Cost	Leads / Sales	Cost per Lead / Sale
Google	\$ 2,500	150	\$ 17
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Total	\$ 6,000	395	\$ 15

Rule #2

The Internet Is Not Television (cont.)

The Pareto Principle says that 80% of sales come from 20% of customers. Often, this is hyper-exaggerated online. Sometimes 95% of sales come from only 5% of customers.

Don Peppers and Martha Rogers wrote a great book called “One-to-One Marketing,” where they coined the term I-D-I-C: Identify, Differentiate, Interact, and Customize. Identify the 5% of your website visitors who are going to comprise 95% of your sales, and then figure out how you can differentiate how you communicate and interact with these people. What can you do to customize the user experience and communicate with them on a higher level?



Amazon does great I-D-I-C. They welcome you with a customized greeting and provide personalized recommendations based on your previous purchases. They identify you, differentiate the website look, interact, and provide customized recommendations.

Rule #3

Create a UVP

The third rule of the Ten Golden Rules of Online Marketing is: Create a Unique Value Proposition (UVP).

A UVP is something on the website designed to engage site visitors. This could be as straightforward as a contact form which visitors can fill out to download a free eBook, subscribe to an email newsletter, or get a free consultation. A classic UVP is our Free Diet Profile at eDiets.com. Users answer a few simple questions to receive their 'profile.'



My friend, Jeff Walker, refers to a UVP as an “irresistible bribe.” If you make your free content sound good enough, you are ethically bribing people to provide their contact information (email, first/last name, etc.) to get your free content.

eMail or No eMail?

Another great test is to offer your UVP without the requirement of providing name or email. 2-3% might sign up for a UVP with email, and 10-20% might take a UVP with no email required. If your content is really good, they will come back and contact you. And, if they don't come back, we use retargeting (banner ads on other websites) to reach out to people after their first visit.

Rule # 4

If You Build It, They Won't Just Come

Golden Rule Number Four of the Ten Golden Rules of Online Marketing is: If You Build It, They Won't Just Come.

Many "dot coms" suffered from this fate because they built great websites, but they didn't have the wherewithal to push, pull, and drive traffic to their site. It is imperative that you use a variety of strategies including banner advertising, search engine marketing, social media marketing, and affiliate marketing in your Internet marketing plan.

The Internet Marketing Model

Step one is to drive traffic to your website through what we call a "funnel." We use Google, Yahoo, Bing, SEO, email marketing, affiliate traffic, banners, Facebook and other social media, podcasting, and any other type of digital feed. Step two is to engage site visitors once they get to your website, and Step three is to remarket to close the sale.



Rule # 5

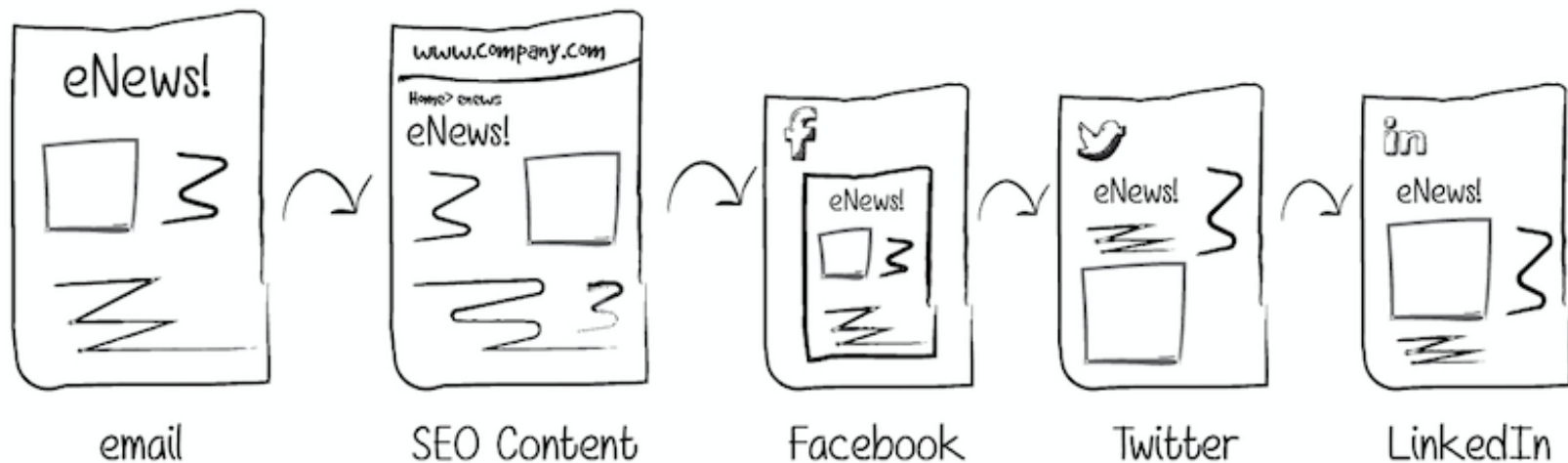
Subscription Models Survive

Golden Rule Number Five is: Subscription Models Survive.

In 2003, we started working with online vitamin company Lifescript.com. Today, the company is a multi-million dollar health content company with more than 7 million opt-in eNewsletter subscribers...and they sold the vitamin business.

Every company has to have an eNewsletter. A monthly email is a great way to stay top of mind with customers and prospects, and it forms the foundation for a basic Search Engine Optimization (SEO) program and Social Media content. Every time we send out our eNewsletter we get a couple projects to quote, a media interview, or a speaking opportunity – just by reminding people about Ten Golden Rules and by sharing top trends, industry insights and new case studies.

After emailing your eNewsletter to your list, add each article to your website as fresh “SEO” content, and then “cascade” the stories onto social media platforms such as Facebook, Twitter, and LinkedIn.



Rule #6

Remember the 4 P's

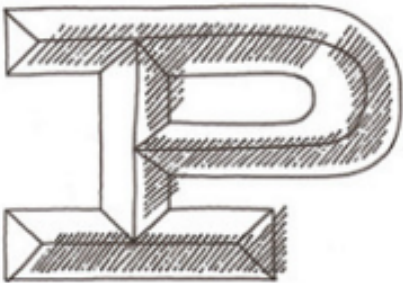
Golden Rule Number Six: Remember the 4 P's. The 4 P's of marketing are: Product, Place, Price, and Promotion. These time-tested strategies apply in the online world as well as in traditional marketing.

Product - Manage your website as if you are a product manager. Strive to constantly improve the website and the different sections of the site. Develop an annual marketing plan for content development, the sales funnel, images, video, etc.

Place - In the retail business, it's all about location, location, location. On the Internet, it's all about how you rank when people are searching for your products or services on Google. And for local businesses - map listings and review sites are really important.

Price - Typically, online pricing is lower than offline pricing. You need to be aggressive with your online pricing because consumers are more likely to shop around for the best deal.

Promotion - The importance of testing different offers cannot be emphasized enough. As we stressed with Golden Rule Number One, you should be testing extensively to constantly improve your digital performance.



Rule #7

Trust is Golden

Golden Rule Number Seven: Trust Is Golden. If you want customers to take an action on your site, such as filling in a form to download a free trial, completing the “Contact Us” form, or making a credit card purchase, you have to make sure you have the important indicators of trust in place.

Indicators of Trust - A clean professional design, verification logos, testimonials, social proof such as a widget showing how many Facebook Fans you have, and a blue underlined link to your privacy policy all contribute to how much a consumer will trust your site. If you are asking for a credit card number, the site must have secure ‘https’ servers and verification logos people can click on.



Nobody Likes Spam - Let's face it, we all hate spam. And no, we're not talking about meat in a can. We're talking about junk emails. If you are sending out promotional emails, please make sure you check CAN-SPAM laws. Consider using opt-ins and double opt-ins where customers are prompted to confirm they want to receive your mailings. Also, make sure it is easy for people to unsubscribe from your email list if they wish to do so.

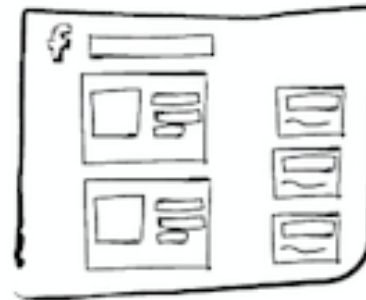
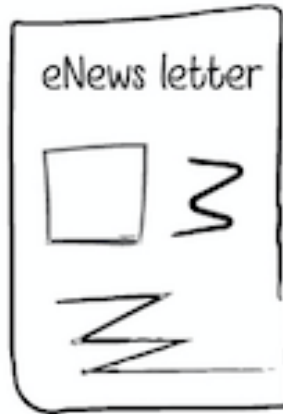
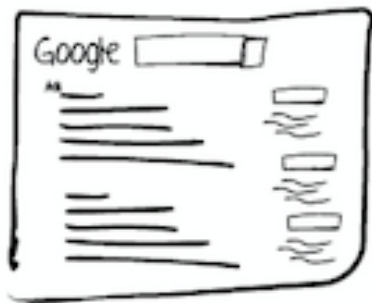
Rule #8

Use The Right Tactic

Golden Rule Number Eight: Use the Right Tactic. Unfortunately, there is no tried and true strategy guaranteed to work for every Internet business. However, there are certain things to try first, based on your business objectives.

Paid search in Google and Facebook is very good for acquiring new prospects. Paid online media or “banners” can generate leads, and they also build your brand. eNewsletters are a great way to ensure on-going communication and to build relationships with customers and prospects. Social Media marketing is essential today for engaging and communicating with customers and prospects and building community.

PS: We get asked all the time about email campaigns...We've never seen any sophisticated company have success with “spam” email (sending email to purchased email lists).



Rule #9

The Best Never Rest

Golden Rule Number Nine of the Ten Golden Rules of Online Marketing: The Best Never Rest. Great online marketers are constantly testing, evolving, and trying new things. There is no limit to the amount of testing you can do as an Internet marketer, and you should never be satisfied with where you are currently. There is always room for improvement.

CANEI: Constant And Never Ending Improvement

Tony Robbins uses the term CANEI (Constant And Never Ending Improvement) for personal development. You want to think of your website the same way you should think of yourself - constantly developing, improving, learning, growing, and always doing new things. Keeping your website fresh and always adding new content and testing new strategies will put you on the road to success.

Test Your Website

Engage in usability testing to see what strategies are working. This can be as informal as having your neighbor over one night and getting him/her to look at your new site. And we often conduct formal usability testing online or in a focus group style setting, as well.

To sum up Golden Rule Number Nine: The Best Never Rest. We're constantly testing, improving, and changing the website. Just keeping your website fresh and constantly updated with new content can improve your performance.

“The Best Never Rest.
Test . Test . Test .”

Rule #10

Lead The Trends

Golden Rule Number 10 of the Ten Golden Rules of Online Marketing: Lead the Trends.

When a new online marketing strategy comes along – test it fast! You generally have a six to 12 month window before everyone is trying this new strategy and you lose a competitive advantage if you wait.

About five years ago, Google introduced a beta test of a service called pay-per-call. To prepare our clients, we added a phone number to the words of a Google ad. Surprisingly, very few people called the number in the ad, but clicks and conversions for the ads went up! We had invented a new type of ad which worked better than those of our competitors, and we quickly introduced this method to all our clients ads.

At Ten Golden Rules, we are always testing new strategies and new technologies. Many fail to outperform existing technologies, but we occasionally uncover a “Lead the Trends” opportunity and we run with it for all our clients. In 2016, we are using landing page technologies like Unbounce and Lead Pages, mobile initiatives, web chat, webinars, all kinds of Facebook testing, and exploring video feeds like Meerkat and Periscope. Uncover the new trend and run with it to differentiate your online marketing!



About Ten Golden Rules

Ten Golden Rules is a digital marketing agency, we help small to large businesses get more traffic to their site and convert lead and sales.

We are performance based, which means we are paid based on your results.

If you would like to have a conversation about how we can help with your digital marketing, please visit call 561-620-9121, or email info@tengoldenrules.com

