

The 7 Deadly Sins of Web Marketing

Promoting Engineering Products & Services

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Telesian Technology Inc.

Marketing, Web, & e-Business Services for the Technology & Manufacturing Markets

Co-author, **e-Business in Manufacturing: Putting the Internet to Work in the Industrial Enterprise**, ISA Press

Communications Momentum



- To Reach 50 Million People...
 - Radio took 34 years
 - Television took 13 years
 - Internet took 4 years
- 2005: Google indexed 8 billion pages of information
- So why can't I just run some PPCs on Google?



Sin #1

A Dead-End Web Site

- People rely on web for product and service information (nielsen/netratings)
 - 83% of businesspeople start online
 - US broadband reaches 72% at home
- Corporate web site should be focal point of today's marketing programs

The Data Speaks for Itself



- Driven by content and interaction
 - Compelling & differentiated
 - Updated frequently
- Engage site visitors
 - Actively pull prospects along buying cycle
 - Integrate marketing, sales, customer service



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- [Long stroke linear actuators feature advanced HART communications](#)
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- [High torque damper drives](#)



Move Beyond “Me-Me-Me”

- Speak to customer needs and desires
 - “Customer satisfaction is our ultimate goal” VS
 - “You could add a new tank with the time and expense you’ll recover from our filtration systems”
- Develop rich content, add interaction
 - How to articles, top 10 lists, podcasts, webinars

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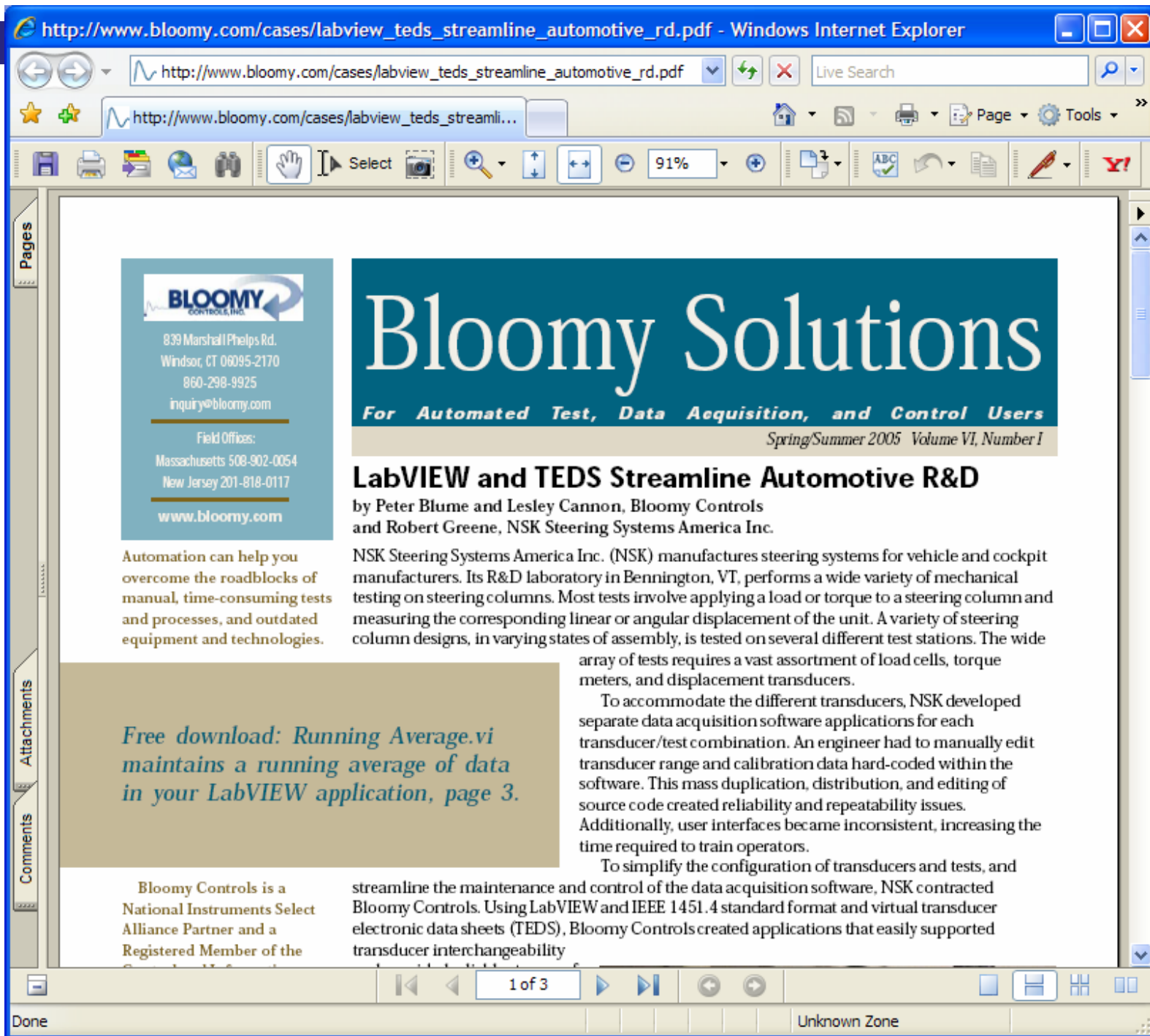
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For Automated Test, Data Acquisition, and Control Users

Spring/Summer 2005 Volume VI, Number I

LabVIEW and TEDS Streamline Automotive R&D

by Peter Blume and Lesley Cannon, Bloomy Controls and Robert Greene, NSK Steering Systems America Inc.

NSK Steering Systems America Inc. (NSK) manufactures steering systems for vehicle and cockpit manufacturers. Its R&D laboratory in Bennington, VT, performs a wide variety of mechanical testing on steering columns. Most tests involve applying a load or torque to a steering column and measuring the corresponding linear or angular displacement of the unit. A variety of steering column designs, in varying states of assembly, is tested on several different test stations. The wide array of tests requires a vast assortment of load cells, torque meters, and displacement transducers.

To accommodate the different transducers, NSK developed separate data acquisition software applications for each transducer/test combination. An engineer had to manually edit transducer range and calibration data hard-coded within the software. This mass duplication, distribution, and editing of source code created reliability and repeatability issues. Additionally, user interfaces became inconsistent, increasing the time required to train operators.

To simplify the configuration of transducers and tests, and streamline the maintenance and control of the data acquisition software, NSK contracted Bloomy Controls. Using LabVIEW and IEEE 1451.4 standard format and virtual transducer electronic data sheets (TEDS), Bloomy Controls created applications that easily supported transducer interchangeability



Sin #2

Ignoring the Search Engines

- Online search hit 6.4 billion in February 2007 (nielsen/netratings)
- Engineers rely heavily on search engines
- Natural search vs pay per click advertising

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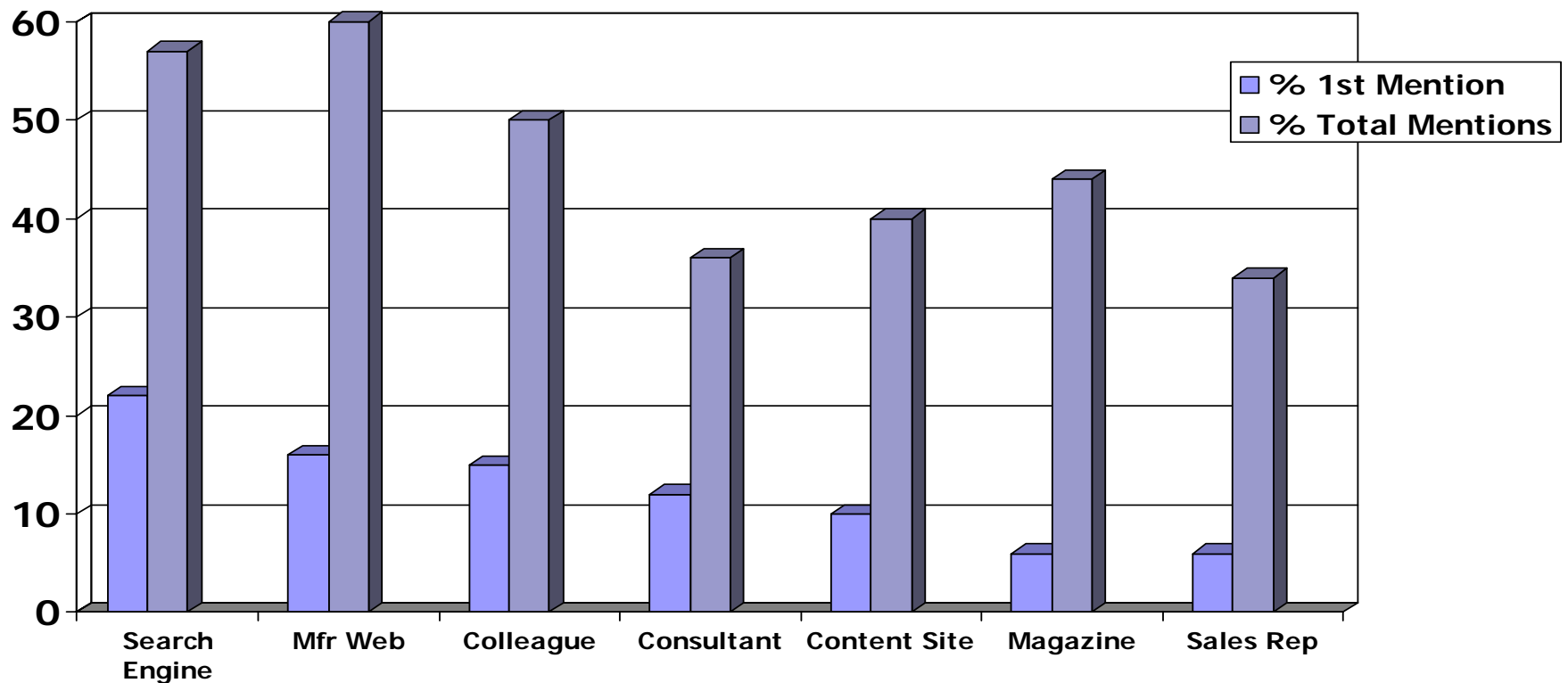
Natural
Search
Rankings



Search Share Rankings, January 2007

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| Yahoo! | 1,629,995 | 22.7% |
| MSN | 642,694 | 8.9% |
| AOL | 388,966 | 5.4% |
| Ask.com | 132,800 | 1.8% |
| My Web | 65,819 | 0.9% |
| Dogpile.com | 41,991 | 0.6% |

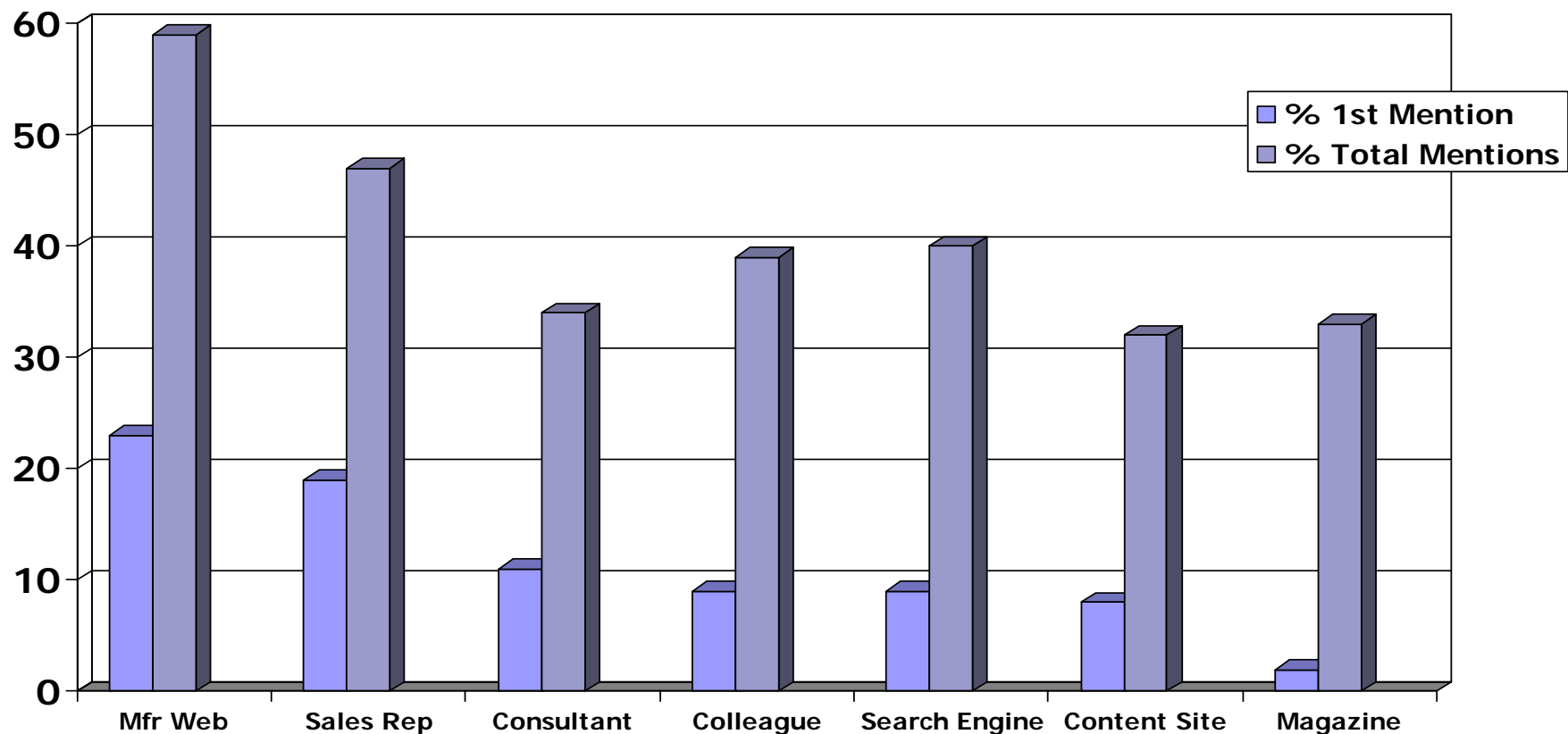
Search in Buying Process: Research Phase



Source: Millward Brown for Google

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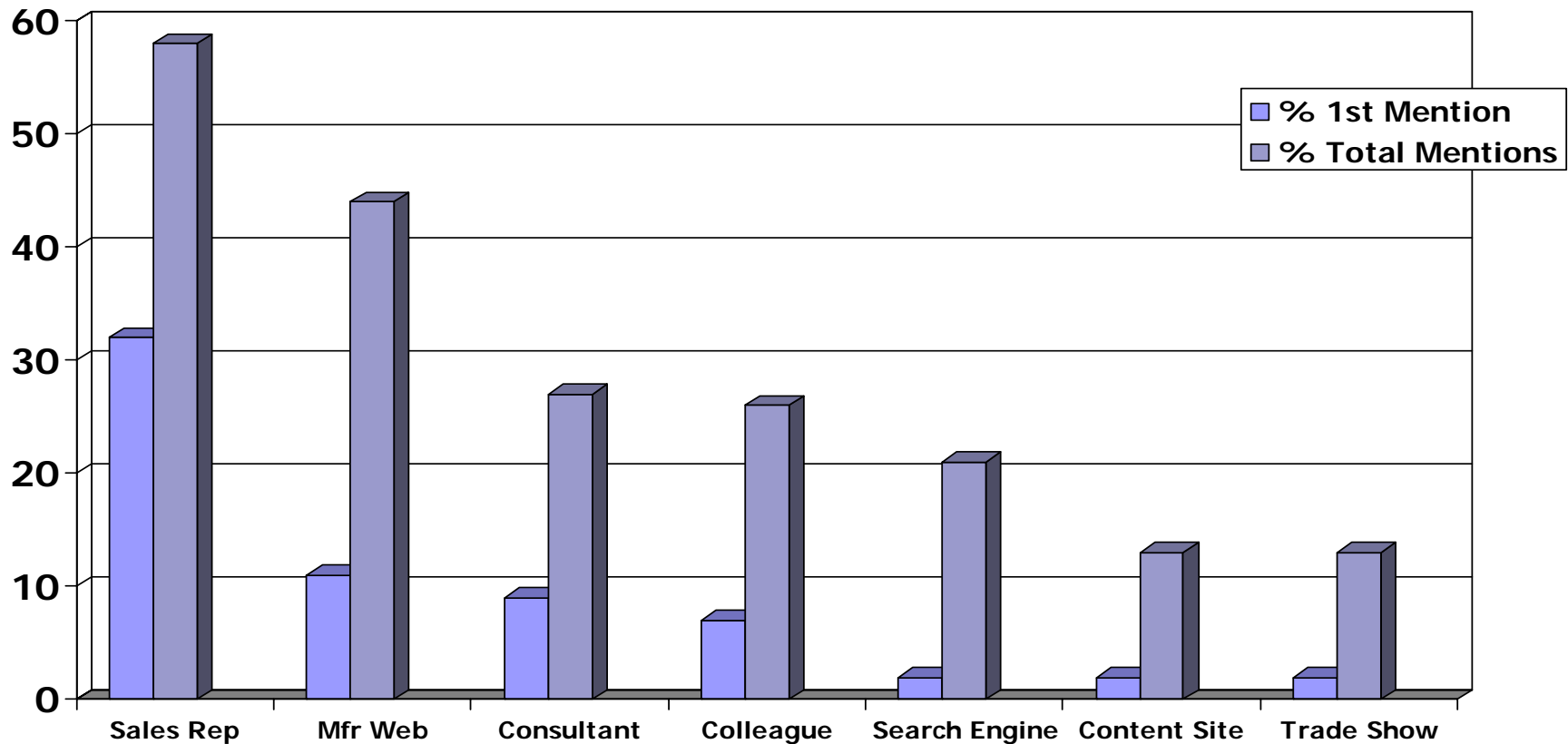
Search in Buying Process: Consideration Phase



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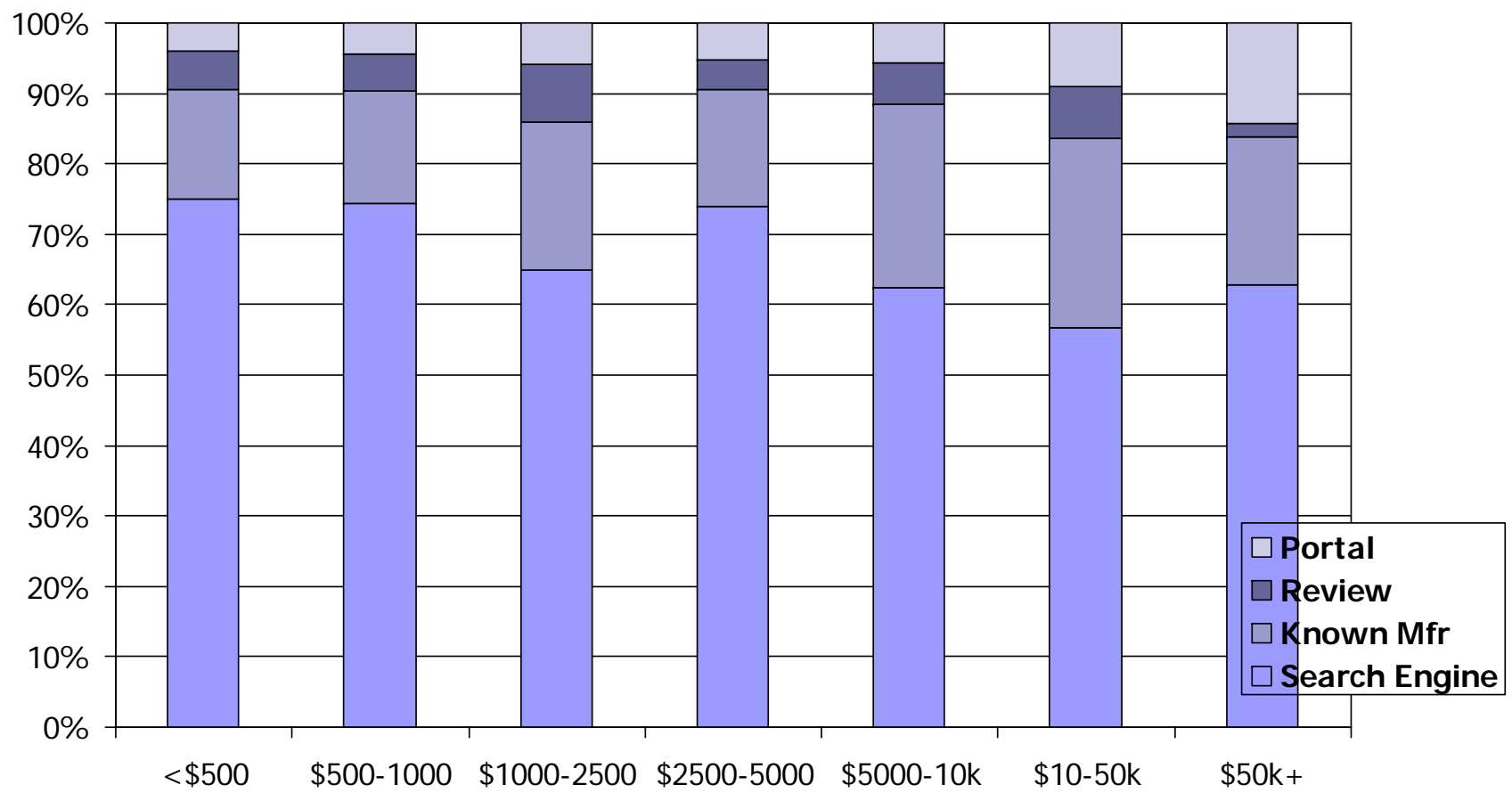
Search in Buying Process: Purchase Phase



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B2B Buying Process: 1st Sources

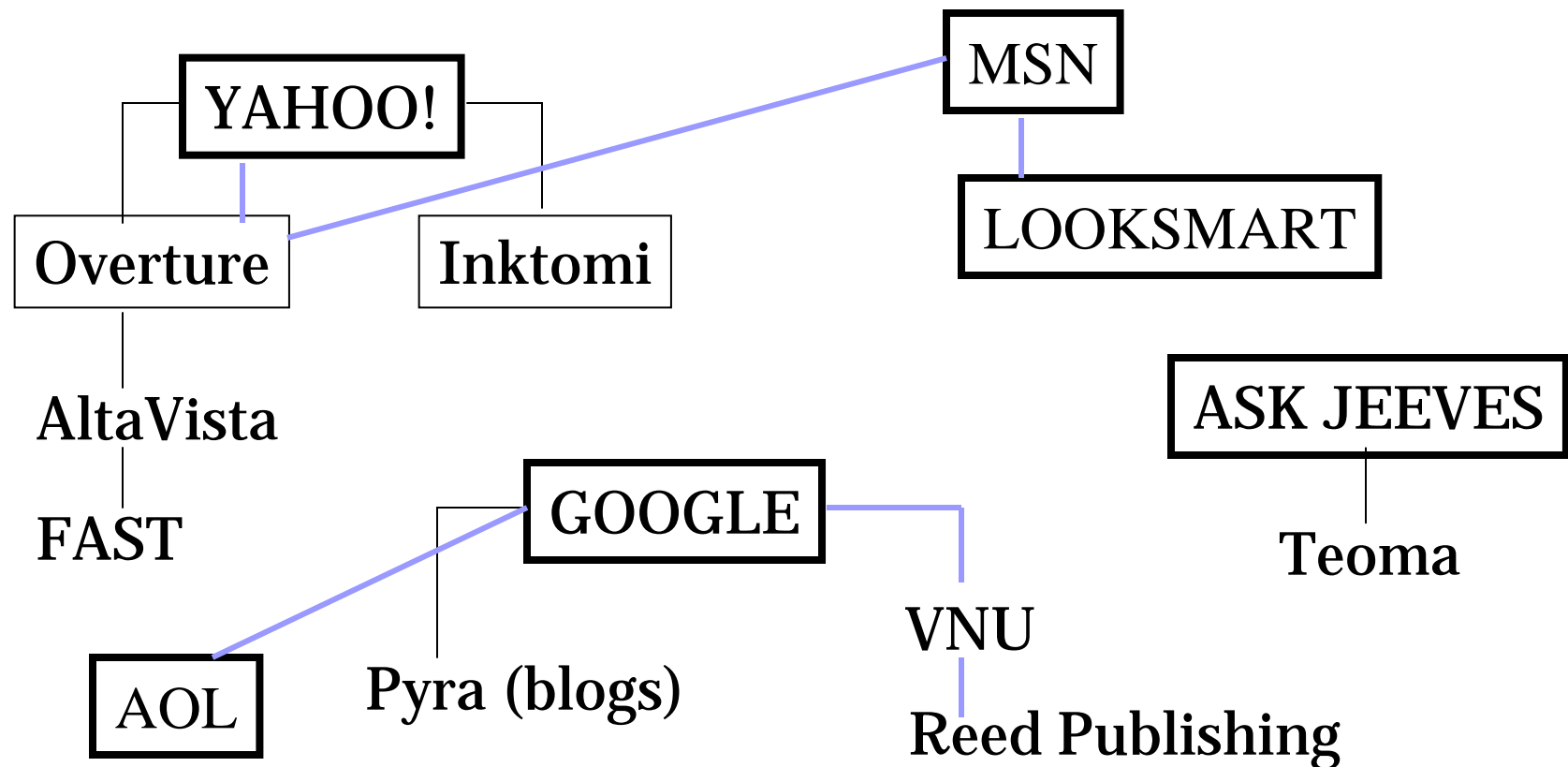




Search Engine Marketing: Challenges

- Weak web site
- Confusion and deception
 - ☐ Search engine marketing
 - ☐ SEO: Search engine optimization
 - ☐ PPC: Pay per click advertising
 - ☐ Paid inclusion
 - ☐ Sponsored links
 - ☐ Sponsored ads
- Illegal tactics: “spamdexing”

Search Engines: Who's Who?





Natural Search vs PPC Ads

- Natural search listings (organic) are chosen more often than sponsored listings (ppc)
 - 70-87% choose natural search listing prior to a paid advertisement, but depends on search engine
- Bid position counts
 - For natural search, 60% of respondents chose one of the top 3 links
 - For paid search, 51% of respondents chose the top link.



Search Engine Marketing: Best Practices

- Create a solid system architecture that's user & search engine friendly
- Fill with relevant content
- Start with SEO: optimize site code and avoid illegal tactics
- Add Pay Per Click ad program to get rankings fast



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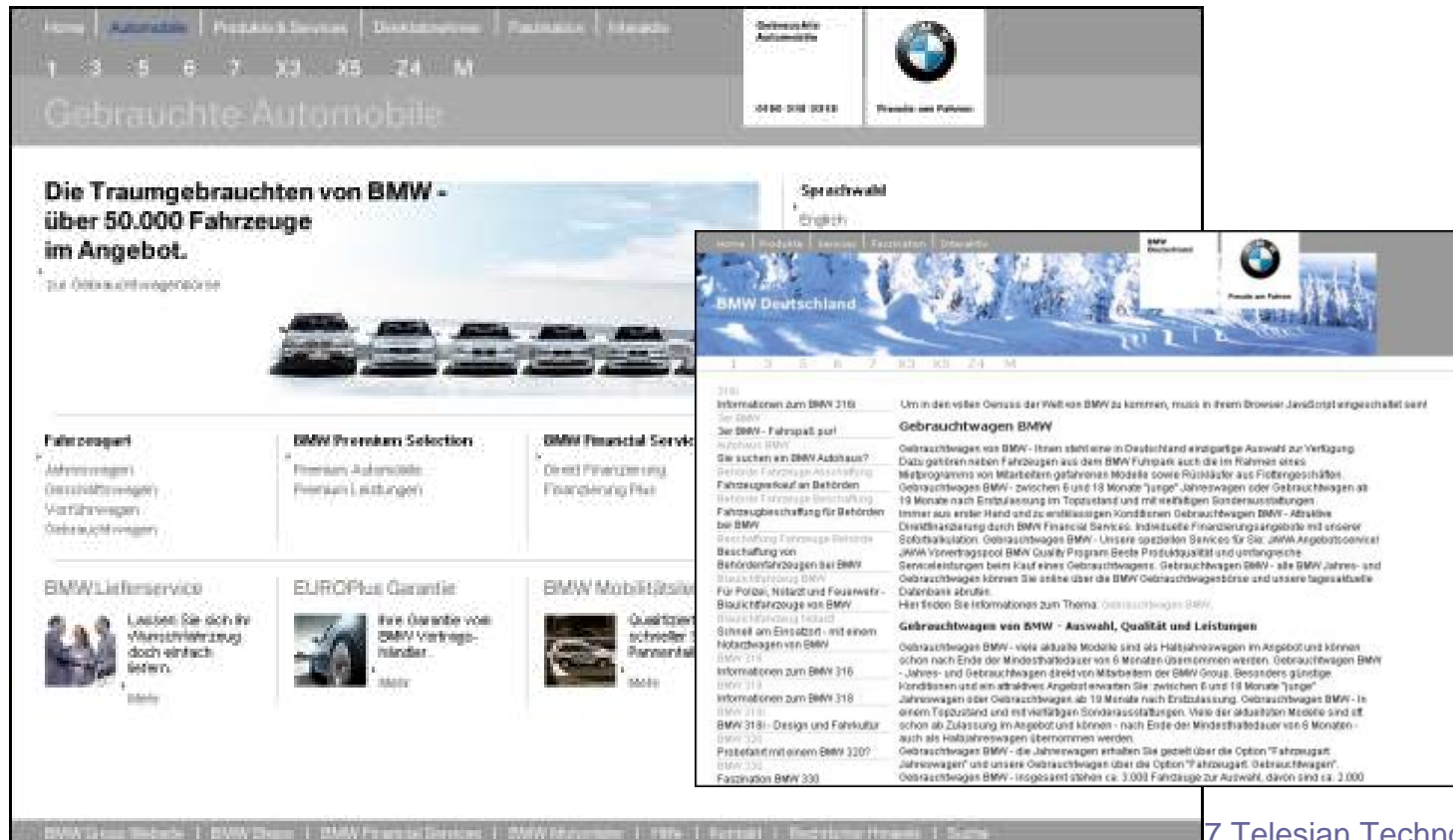
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Sin #3

Not Targeting Your PPC Dollars

- Pay for performance, aka “pay per click,” is target marketing at its best
- Not the place to push for volume
- Target the message
 - “Systems Integration” vs “SCADA Security”



The Importance of the Multi-Word Search

- pocket pc database – 3,300,000 hits
- flowmeter – 1,700,000 hits
- turbine flowmeter – 351,000 hits
- a/d converter – 1,550,000 hits
- 24-bit a/d converter – 769,000 hits
- “24-bit a/d converter” – 10,800 hits



Too Much Competition?

- If you're competing in a busy market, look for partnership opportunities
- If you can't get top natural search spot, buy your way into a top site

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www.webopedia.com/TERM/S/systems_integrator.html - 45k - Mar 29, 2007 - [Cached](#) - [Similar pages](#)

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DAQ - Data Acquisition

www.signatec.com High-speed data acquisition for real-time PC-based applications.

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Engine Test Systems

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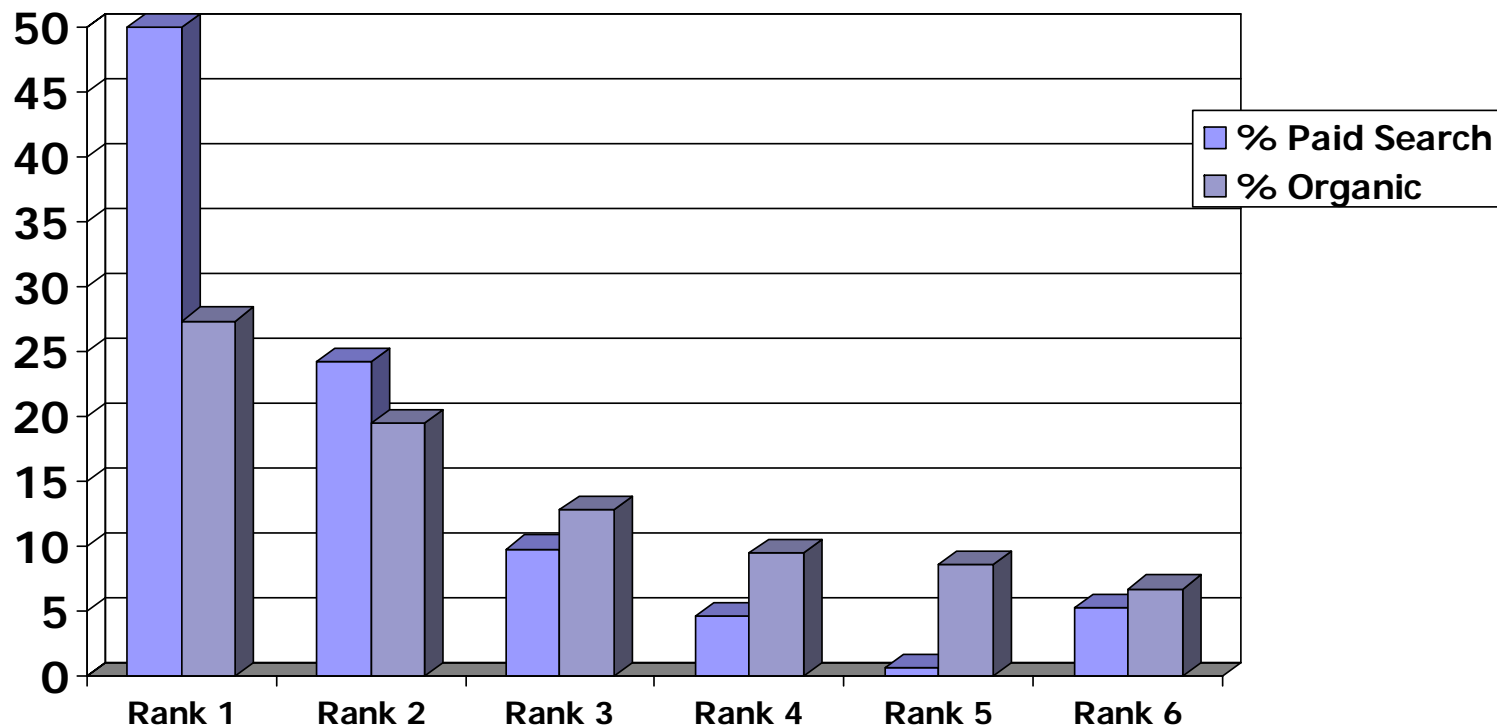


Sin #4

Wasting Your PPC Efforts

- The price is right
 - Direct mail: \$1-3 per impression
 - PPC advertising: \$0 per impression, \$1-3 per click
 - Combined SEO & PPC: 6x response
- Buy your way into the right search engine partnerships
 - Yahoo & partner network
 - Google & partner network

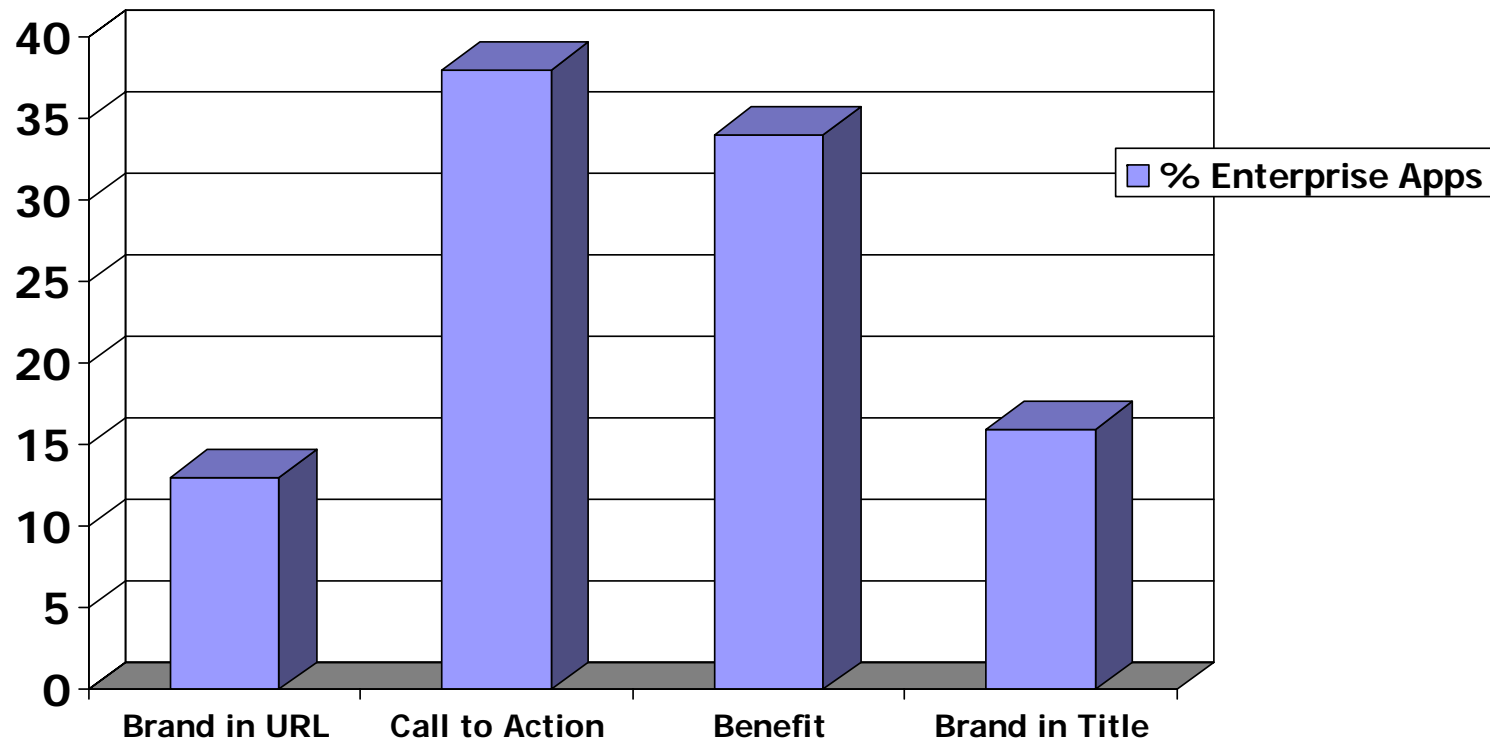
B2B Search: Impact of Rank on Clicks



Source: Millward Brown for Google

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Impact of Text Ad Elements





Web Marketing Power Tips

- Landing pages matter – a lot
 - Know your objectives, then write copy
 - Provide alternative actions: learn more, register, buy
 - Make pages skimmable, scannable
 - Cross-sell
 - Test different screen resolutions, browsers
 - Provide interaction options: phone, chat

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Target: mid-size company



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Target: small company



Sin #5

Caught in Spam Filters & Firewalls

- Spammers have created a huge problem for legitimate e-mail marketers
 - E-marketing's enemy #1: Spammers
 - E-marketing's enemy #2: IT
- IT's best friends
 - Firewall filters
 - Anti-spam software



e-Mail Marketing: Challenges

- “If it walks and talks like spam, it must be spam”
 - Minimize graphics
 - Avoid attachments
 - Know thy spam
 - Don't overdo the HTML
 - Consider text-only & track click-throughs



e-Mail Marketing: Best Practices

- Only use highly targeted, opt-in lists
- Nurture in-house lists with e-newsletter
- Push to microsites for customized content
- Be educational & compelling

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e-Newsletter Metrics

- Average open rate: 30%
- Average click rate: 5-6%
- E-mail/direct mail combination can lift rates by 3-10%



Sin #6

Forgetting the Back End

- Capture qualified inquiries
- Nurture in-house database of contacts
- Integrate online & offline promotions
- Use technology to empower sales



Nurture with Drip Marketing

- Almost no inquiry is ready to buy right away
- Consistently send something every month to customers and prospects
 - Postcards
 - Newsletters, e-newsletters
 - Customized letters & brochures
 - Case histories



Sin #7

Forgetting Lead Generation Basics

- Mail lists and messaging count for most of direct marketing success
- Don't let creative get in the way of the message
- Determine campaign goal up-front: quantity vs quality



Make It Easy to Contact You

- Web site forms
 - ☐ Request more information
 - ☐ Sign-up for e-newsletter or RSS feed
 - ☐ Register for event
 - ☐ Download podcast
- E-mail promotions
- E-newsletter offers



What Works in e-Marketing?

| Digital Marketing Tactic | Great | Moderate | Poor |
|--------------------------|-------|----------|------|
| Email to in-house lists | 50% | 41% | 8% |
| Paid search engine ads | 49% | 40% | 12% |
| SEO | 25% | 60% | 15% |
| Ads in enews | 10% | 52% | 37% |
| Ads on web sites | 12% | 49% | 39% |
| Text-link ads | 30% | 44% | 26% |
| Email to rented lists | 7% | 40% | 53% |