Internet Marketing Essentials:
Elegant Online Reputation Management

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Internet Marketing is Like Auto Repair

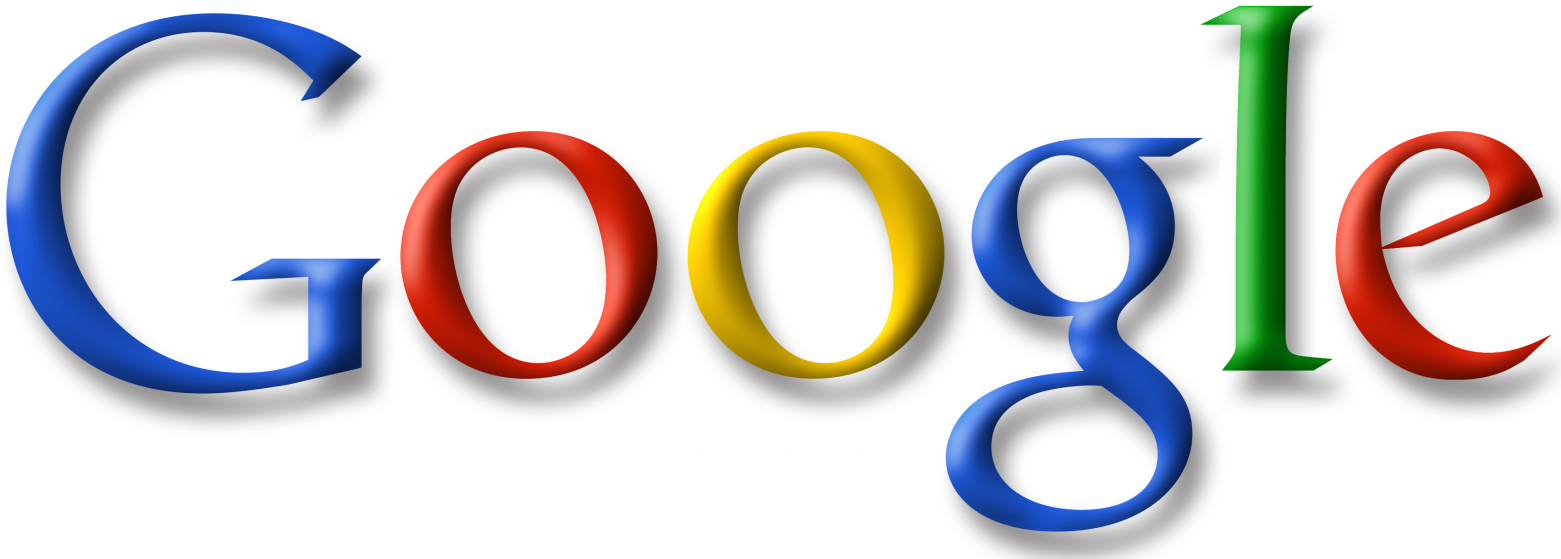
The Difference Between the Physical World & the Online World

- In the physical world words, photos and videos are easily forgotten. In the online world they are often permanent (Digital Trace).
- In the Physical world a reputation is far more malleable than in the online world. The Web is a small community of billions of users and websites.

Internet Marketing Concepts

- Your Website is your perpetual office
- Your Website is either an asset or a liability
- The Internet provides unlimited business potential
- The Internet consists of various communities or worlds to explore
- Your online reputation is your reality on the web

Let’s Talk about Google



A Giant Among Search Engines

- Google owns 67.5% of all searches on computers and 87.1% on mobile devices.
- There are 1.17 billion unique Google searchers in a month.
- 75% of Google users never go past the first page of search results.

Some Basic Terms

Internet Marketing

Any marketing endeavor that takes place on the web or email including:

- Eflyers
- Web Design
- Local Marketing
- SEO (SEM)
- PPC
- Online Reputation Management

E-Marketing Types

- Mobile-Friendly Marketing
- Mobile-Friendly Web Design
- Local Marketing
- Social Media Marketing
- Banner Ads
- Eflyers

On the Internet
Words Can Hurt You!

Online Reputation Management

- How you appear online matters both professionally and personally
- Be Proactive before Reactive. Take Control of your Online Identity
- When a crisis hits, do not panic, look into your options and speak with a professional.
- Bad Reviews, negative content can be severely damaging to your livelihood but not necessarily fatal

Common Review Sources

- Social Media
- Yelp
- Ripoff Report
- Google Reviews
- 800notes
- Third-Party Blogs (tumblr, Wordpress)
- Private Websites

Common Types of Negative Content

- Bad reviews
- Arrest records and Photos
- Embarrassing photos
- Gossip
- Arrest photos
- Bad Press
- Defamatory Content (Libel/Slander)

Common Sources of Negative Content

- Ex Husbands/Wives/Girlfriends/Boyfriends
- Unhappy Former Employees
- Unhappy Current Employees
- Competitors

A Bad Word About You Can…

- Cost Your Business 50-80% in monthly sales/ revenue
- Damage your brand and name for months and years
- Compromise the integrity of your workplace
- Ruin your personal life as well as your professional life

Controlling Your Reputation

- Be Proactive
- Post Regularly (3-5 times per week) on social media and your website
- Provide incentives for testimonials and reviews from your clients

What To Do
in the Event of a Problem

- **Do Not** respond to attacks or negative reviews where they are posted on ripoffreport or 800notes.com!
- **Do** Post quality original content: articles, press releases, blog posts, and photos across the web!
- If the negative review is on yelp, Google reviews/ maps or another review site that is legitimate, you can solicit positive reviews and have them posted.
- Hire a professional!

Great Free Sites to Promote Your Business

- Wordpress.com
- Blogspot.com
- Tumblr.com
- Facebook
- Twitter.com
- Pinterest.com
- Youtube.com
- Vimeo.com
- Medium.com

Case Study 1: White Collar Arrest

Businessman Arrested for White Collar Crime

Before ORM:

- FBI arrest record at top of first page
- No website
- No Third Party Press

After ORM:

Arrest record moved to second page, new content, new press on amazon and others

Case Study 2:

Mobile-Friendly Websites: showardlaw.com

What to Look for in an Internet Marketing Professional

- Access, do they answer their phones and emails in a timely manner?
- Business Model, do they outsource or do they do all work in house?
- Portfolio of work for different types of companies and business sizes
- Accountability, reports, questions answered, items explained
- Trust your instincts

Chamber of Commerce Members Promotion

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