

Digital Marketing Basics

- It all starts with having a website
 - Info about you, contact info, lead form
- TWO MAIN Platforms Dominate (68% share):
 - Google
 - Facebook
- Others: Twitter, LinkedIn, WhatsApp, Instagram, etc.
 - Less obviously a fit to Radon Biz

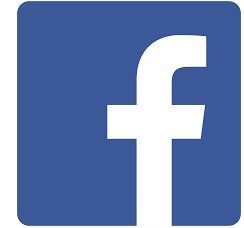
Digital Marketing Basics



- Main approach is ADWORDS/PPC: Pay per Click
 - Ads based on search terms, click thru to website “landing page” —Geo targeted
- Display network
 - PPC ads triggered by website visits, click thru to website
- Remarketing
 - Ads follow you around
- Reviews
 - Show up on search of your company; requires GMAIL account
- You Tube
 - Videos that link to your website and visa versa

Digital Marketing Basics

Facebook



- Facebook account for business
 - Like personal account: make friends, post info
- Facebook Ads
 - Inserted into Newsfeed-Pay per Click
 - Ads “click through” to webpage, You Tube, etc.
 - Ability to target audience: Geography, demographics, associations
 - Example: Mothers ages 25-40 with young children within 10 miles of Pittsburgh
 - Example: ReMax of Reading realtors in Berks county, PA

Digital Marketing Basics

Conclusions

- Get your toes wet: Google & Facebook
- Hire an expert
- Demand results
- Set a budget
- Expect trial and error