



by  Emerald Sky

# ACE YOUR INTERNET MARKETING

BY EMERALD SKY GROUP

Introduction to Internet Marketing

Improving your sales also requires effective upstream marketing. Having the best imaginable products is no longer sufficient today in the face of ever-increasing competition. To stand out you will need to develop your marketing strategy to strengthen your brand image and thus grow your clientele.

# GET YOUR BUSINESS READY

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## Think Before You Take Action

Your marketing strategy must be thought out before and during the creation of your business because depending on the type of business that you are going to create certain points will be more important than others.

For example, a graphic designer, a plumber, and a bakery will have common marketing strategy stages in the creation phase of their business (site creation, creation of social networks, the definition of the target audience, ...).

Each company will allocate more or less time to each of its points according to their priority. A bakery will spend more time developing its visibility on Instagram to differentiate itself from the competition, but the plumber will publish more blogs to show its expertise.





## Adapt to each situation

Not all businesses are created equal, some sell online only to businesses, others sell only to individuals, some businesses sell to everyone, other businesses sell nothing online, and some businesses sell both internet and in-store.



These characteristics will influence your marketing strategy, but that's not all. You will also need to take into account the characteristics of your target audience (age, gender, location, the habit of interacting with your products ...) to produce an effective marketing plan. By gathering all this data you will be able to more effectively develop on social networks and thus target the platforms that will be most profitable for you.



**Knowing your potential and your audience in order to target it better will reduce your costs and maximize your profits.**



## Know The Social Networks

People between 12-34 years old represent 3/4 of Snapchat users and almost 2/3 of Instagram users. People between 35-54 years old represent almost 50% of LinkedIn users and 1/3 of FaceBook users.

Finally, people over 55 represent 27% of Facebook users and 22% of Pinterest.

## Why Those Numbers Matters

Knowing your audience is essential to communicate effectively and at a low cost, but it is also important to establish a visual identity that will not shock your audience.

Creating an environment where your user is comfortable is the best way to get them back to your site.







## Visual identity for your regular content

If you develop a blog on video games and you also want to create videos (walkthrough, tips, bugs, ...) your visual identity is essential for good communication. You will have to be dynamic because your content will be related to entertainment. But if you create a blog on the news you will have to go faster on the heart of the subject.

## Create visually consistent content

Once you have completed all of these steps, it will be much easier for you to create content on a regular basis, because you will no longer be wondering about the appearance of your posts, emails, or emails. pages of your website. All of your content will be visually consistent and easily recognized by your community.



# LEARN AND MASTER YOUR TOOLS

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## Google's Tools Are A Must

Once your business is open, your site is created, and your posts are posted on social media, your journey is just beginning. You will need many tools to manage your business effectively, but luckily these tools are free.

Most are linked to Google directly. Google will collect information about your performance. You just have to register on these tools to use them. But if you are in a hurry and want only one, for now, we recommend Google My Business.



With Google My Business you can be present on Google Maps, a particularly important help if your customers have to go to your workplace to buy your products. In addition, Google My Business also allows you to register your products & services, post your articles, display your opening hours, ...

**Mastering the tools will help you better understand your customers to make better decisions for your business.**



# Social Networks Tools

Not all of the tools you can use are owned by Google. Social networks like Facebook have tools to help you assess the effectiveness of your posts and advertising campaigns. You will have to go to Facebook Analytics to have a real understanding of your work and optimize your choices according to the evolution of the traffic you have.



# Websites Tools

Depending on what you choose to create your site, certain tools will be available to help you. This will be the case if you create your site from platforms like Wix, WordPress, or Shopify for example. These tools will make sense when you start your advertising campaigns to assess the return on investment.





# PASS INTO ACTION AND BE CONSISTENT

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## Consistency Is The Key

Once you have created your marketing strategy, your site, your social networks, and write your first posts, the hardest part will start. You will have to keep this dynamic over the long term. To help you, you can prepare a list of topics to develop for your blogs. You can also put reminders in your calendar to display your posts on a regular basis or preset the date of the post.

## Why Have a Routine

Why put so many constraints? Because regularity will make you work more efficiently and therefore faster.



To take an analogy, it's like a person who likes on Youtube. The first videos will take a long time to make and edit because there will be a lot of cuts, then with experience, the video will be made in one take and the editing of the video will be very fast.



During this learning period, you will build up a regular follower base who will get into the habit of looking at your publications. Over time it will become a habit, a bit like your favorite series on TV, you had to be there at a specific time so as not to miss it. This habit of your followers will get you into their routine and they will look at you without even having a reminder to tell them that you have posted content.

**To maximize your posts, look in your stats when people are watching your content the most.**

Once your follower base is established, you will need to create a strong bond with your followers. For example, you can create questionnaires to find out what your customers want, create contests to see people's engagement, or give give-away to test your products and get people talking and thus create more engagement. Because engagement will make you improve your SEO and therefore your chances of being seen by more people.



# Get in Touch

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