



**ATOMIC**  
**B2B**  
**DIGITAL MARKETING**

The Ultimate Tricks of the Trade on Copywriting, SEO, Responsive Website, Inbound Marketing, Social Media & Video Marketing.

# Tips & tricks for conversion.

Thank you for reading this free e-book brought to you by Atomlabs. I've broken down some important B2B digital marketing principles for you. We're always here to help with any questions you may have. We love feedback.

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## About Dan & Atomlabs

My name is Dan Duran and I'm the CEO of Atomlabs. I have over 15 years of experience as a Business-to-Business (B2B) Digital Marketing Strategist. I hold an Honours Bachelor's Degree in Business and I'm currently finishing my MBA at the University of Illinois.

At Atomlabs, we have a team of 25 marketing professionals, two offices and we work with major companies in Canada, the US, and Latin America.

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**atomlabs**

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# Copywriting for B2B.

## **Copywriting is the basis of marketing and advertising.**

If you don't pin down your message and understand how to deliver it effectively, you'll lose business and probably won't even know it!

While a great design and striking visuals are helpful in any marketing strategy, words are what evoke emotion and create action. In a commercial context, clear copy means that customers can understand the benefit of your product or service and the action they need to take to either find out more or to buy. Think of good copy as your highest performing – yet cheapest – salesperson. Like every good salesperson, good copy adheres to the adage that “people don't care about you, they care about themselves.” By flipping around every part of your website to focus on your customer,

their wants, needs, and fears, you'll be able to form a relationship. And that is the crux.

Copywriting is important because used well, you'll communicate all the best things about your business, why they matter, and you'll build trust – all without being physically present. The problem with any sort of writing is that it doesn't always come naturally, and it takes time and experimentation to figure out what works.

## **What does your audience want to read?**

You know you need to improve the copy on your website, but where do you start? Remember, good writing – no matter the format – is all about connecting with your audience. And the key to connection is understanding. When you understand your customers, you can:

- Acknowledge what your customers want and create information accordingly
- Scope out your competition and see what other similar businesses are doing
- Check out what customers are saying about other products and services in the marketplace
- Quash any doubts or concerns that your customers may have about your products or services

To help you understand your audience better, we've created a two-pronged approach: research and reaching out.

1. Research what  
**your customers**  
are interested in.

## **Your website is the first touchpoint a prospect will have with your business.**

This is where you'll either make a positive lasting impact, or where you might lose a customer for good. So it's important you recognize what your customers are looking for. Whether you're just getting started or your company's sales are falling, invest in research to identify what they want. Other than personally interacting with your target market, there are several ways you can conduct research from your desk:

### **Google alerts**

This is an easy way to figure out what's happening around a particular topic, product or service. Google Alerts monitors specific search term(s), and sends you email notifications on your chosen topic directly to your inbox. You'll be sent coverage across all media forms including blogs and video. This saves an incredible amount of time because all the news comes to you.

### **Google Trends**

Google Trends is a website by Google that analyzes the popularity of top search queries in Google Search across various regions and languages. The website uses graphs to compare the search



volume of different queries over time

### **Yahoo answers**

Yahoo Answers is a great way to see the latest questions that people are asking each other. If you are in the business of providing customers with financial planning advice, navigate to the Business & Finance category of the site to discover what people want to know.

### **Industry Forum crawling**

Search online for community-oriented websites within your industry where users can post comments and share ideas and reviews. This is forum crawling – you can find some really valuable information that you'll want to use when thinking about your next advertising campaign. For example, if you're interested to see what people who like cars are saying, check out the forums on popular car websites.

**2. Reach out:  
ask customers  
what they think.**

# Use market research tools

## Survey Monkey

Market research can be costly and time consuming but you can use resources like Survey Monkey. Survey Monkey is used by small and large companies around the world and is an easy (and almost free) way to collect data. Survey Monkey sends out your own customized questionnaires into cyberspace and collects responses for you.

## Use Twitter

Twitter, more so than other social networks, is a great way to interact with other enthusiastic professionals online. It's perfect for those who want to source feedback and get ahead in the business-to-business field. You can search for trending topics, see where people might have mentioned your product or service and engage in conversation that might help you better understand your customers.

## Use LinkedIn

LinkedIn can be a very useful way to find out what's happening in your industry, as there are many **11**

articles and commentary about trending topics and issues.

## **Focus Groups**

A focus group is a face-to-face meeting with a sampling of your users aimed at helping you learn more about who they are and what they need from you. Just as importantly, it gives them an opportunity to find out more about you.

Focus groups can work wonders towards helping you create realistic, customer-centered plans and strategies. They are also a powerful tool for building stronger, more profitable relationships with your best customers.

A hand holding a fountain pen is positioned over an open notebook. The notebook's pages are cream-colored and feature the text "WHAT'S YOUR STORY?" in a large, bold, black, handwritten font. Below the text is a large, black question mark. The notebook is placed on a dark brown wooden surface with a visible grain. In the background, there is a rectangular object with a light blue, textured surface, possibly a decorative box or a piece of paper. A fountain pen with a dark wood-grain barrel and gold-colored accents is lying horizontally on the wooden surface above the notebook. The hand holding the pen is on the right side of the frame, with the pen's nib pointing towards the text on the notebook page.

WHAT'S YOUR  
STORY  
?

# Writing for your website.

## **Don't reuse old content**

You want to revamp your website but you don't have time. So you simply repurpose content from your brochure or other printed materials. The biggest tip for this is – don't do it. It's a wasted opportunity to connect with your audience, to tell them something new, and it ignores the customer journey. Your website is a separate marketing tool so make sure you treat it that way.

## **Create calls to action**

When it comes to browsing online, people like being told what to do. You've probably read lots of

marketing materials that have instructions like 'call now,' or 'find out more,' scattered through the text. These are calls to action and, as simple as it sounds, they work!

In a nutshell, always finish each and every page with a call to action, such as:

- Read more about our services
- Check if you're eligible
- View our gallery
- Register now
- Contact us
- Buy now

You can also use them throughout your copy, even at the end of every few paragraphs.

## **Provide honest, convincing testimonials**

If you're running a B2B company, you need all the help you can get to bring customers in through the door. You could promote quality. You could promote price. But these are words customers hear all the time. So what can you do to stand out from the crowd? Use testimonials.

### **Social proof: why testimonials work**

When trying to persuade a customer to choose one business over another, effective testimonials always work. People are influenced by other people's opinions and they trust them because they don't feel like others have anything to gain.

This theory is called 'Social Proof', investigated by famous psychologist Robert Cialdini in his book "Influence and the Power of Persuasion". We make decisions once we've seen someone else do it first. For example, if we hear "This book has sold 3 million copies!" we think it must be good.

Testimonials provide this social proof to your prospective customers. They give you credibility and show that people have had good experiences using your product or service and they can trust you.

## Collecting testimonials

if your business or product is making people happy, then you'll have no problem getting testimonials. To begin, start collecting positive feedback from former clients. You can do this in a number of ways. Ask them to write and send you a few sentences, describing what they liked about your business. You can also supply a customer feedback form at the point of purchase.

### How to make your testimonials work

**Make your testimonial clear** - testimonials need to be sharp and to the point. Pick out the best parts of your testimonial and cut it down to just two or three lines. Ask your customer for approval in writing.

**Add a photo of the customer** - adding a



portrait photo next to your testimonial makes your testimonial seem more credible. When asking a former customer if you can feature them on your site, ask them if they would be happy to send you their professional picture to add as well.

**Make them stand out** – the type of font you use can have a big effect on your testimonials. Depending on where you put your testimonials, you may want to use a different font to your body copy. This will make sure that the testimonials stand out. Also, remember to put your testimonials in quotation marks. This makes it clear that the statement is a genuine quote and not sales copy.

**Show their credentials** – the best thing that you can add to a customer testimonial is

credentials. If someone is an expert, list their qualifications – the more important the person, the more credible the testimonial.

**Strategically place them on your site** – the most common way to add testimonials to your website is with a ‘testimonials page’ but another option is a ‘clients page’. A client page is like an online portfolio: it details who you’ve worked for, what you did, and what they thought of your business. You could also have testimonials and comments scattered throughout your site so that customers don’t have to search for positive feedback about your business; it’s there right in front of them.

**Continue collecting** – Once you’re done uploading them to your site, remember to keep collecting testimonials for future reference.

**Think common sense** - it's very important to think about the flow of information and whether there is any content on your site that could confuse visitors.

**Create a sitemap before you start** - create a sitemap that details every page of your proposed website, how your customers might get there, and what they will want/need to do once they get there. Show the sitemap to someone else to see if makes sense. Do menu items lead to the correct page? Could you get rid of one page and consolidate information on another page?

**Pay attention to information flow** - make it obvious what information your visitor will get if they click a link by using very clear language. For example, if someone clicks on a link about a scented candle, they might expect to find ingredients, price, how to buy, or maybe some customer testimonials. If the page goes to information about soap and body lotions, it would be very confusing.

**Make sure your writing is simple** - When you write for your audience, you want to make sure it's easy to understand and that no one requires a dictionary or has to second-guess what you mean. Clarify when needed, use terms your visitors are familiar with, and avoid abbreviations, acronyms and jargon.



s Overview



COMPETITIVE ANALYSIS

KEYWORD RESEARCH

TITLE TAGS

INFORMATION ARCHITECTURE

LINK BUILDING

SEO

SOCIAL MEDIA

TRAFFIC MONITORING

PAGE CONTENT

# How SEO & Google work.

## **What is Search Engine Optimization (SEO)?**

Simply put, SEO is the name given to the activity that attempts to improve search engine rankings and to increase the quality and quantity of website traffic that you earn through search engines.

Since most people don't even go to the second page after they've searched for a particular phrase or term, SEO is the main way of getting eyes on your website.

Google has a crawler that goes out and gathers information from all the content related to your search that's out there on the internet. The crawlers bring all that content back in data format and that data is then matched with your query. The higher the rank, the more helpful Google thinks the information is.

## Quality and quantity of traffic

When we talk about SEO, we're really talking about two things:

### Quality of traffic

You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in what you're offering.

### Quantity of traffic

Once you have the right people clicking through from those search engine results pages (SERPs), you want as many of them as possible.

The 'o' part of SEO – optimization – has many facets but it relates largely to content. Writing quality content and tweaking websites means search engines will be able to understand what they're seeing, and will deliver the right search engine results to the right people. At Atomlabs, we use a variety of methods to optimize content, but we start with the following:

**1. Placing relevant  
and effective  
keywords.**

## **Keywords**

When you use a search engine, you use the most relevant and targeted words to help you find what you need. For instance, if you were in Toronto and needed copywriting services, you would have an easier time finding what you need by searching 'Toronto copywriter', instead of simply 'copywriter'.

When writing content for your business, consider who are the people that are looking for you online. Think about how they would phrase their searches, and make sure you use the language they use. For keywords effective, aim to use them 5-8 times per 500 words. But don't overdo it.

## **On-page elements**

Search engines give more merit to pages that can be accessed by everyone. This means that pages that use headings correctly so they can be read by screen readers for computer users with impaired or limited eyesight will fare better in search engines. Make sure your headings are marked up correctly using heading tags (H1, H2, H3, etc.) You should also use descriptive anchor text for links. Instead of writing something like 'click here' as a hyperlink, write something that accurately shows what content will be on the other side of that link. Not only does it make your content more accessible, it also helps to boost your SEO.

2. Use page  
**titles & meta**  
descriptions.



## **Titles**

Each page on your site has a title that Google notices when it looks for search results. The best way to approach this is to think about which results stand out to you once you've done a search. You probably look at the page titles making sure they reflect your search terms. Google does the same thing.

At Atomlabs, we usually use dashes or pipes to give your page title as much context as possible, so readers will know that yours is the content they are looking for.

## **Meta Descriptions**

Meta descriptions are the few short sentences that appear on search pages underneath a link to the results. Using your keywords here will also boost your SEO. Your meta description is also a great place for a call to action: 'find out more', 'let us help your business' or 'save time and money!' can be an effective way to draw readers to click onto your page.

We generally recommend writing meta descriptions between 50–300 characters since Google generally truncates snippets over 300 characters.

# 3. Other helpful **tips & tricks** for SEO.

## **Responsive design**

Is your website adaptable for mobile devices? Google will reward you if it is built to automatically detect and resize to phone and tablet screen sizes (see more on this in the next chapter!).

## **Recency**

When was your domain registered? The longer your site has been up, the more credibility it gets.

## **Backlinks**

How many other sites reference yours? Are you listed on other business' sites, or on any online directories? The more sites linking back to you, the better.

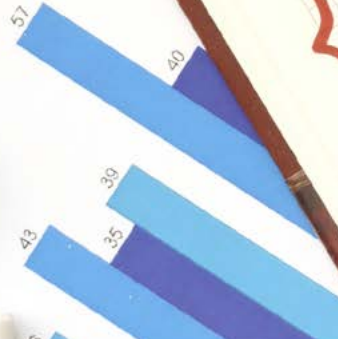
## **Social media platforms**

How many accounts out there are talking about you? The more people mentioning your name and sharing information with you, the better.

## **Updates**

When was your site last updated? The more often you can add blogs, articles, create new pages and edit content, the more Google sees your site containing useful up-to-date information.

# RESPONSIVE DESIGN



# Responsive website & SEO.

## **What is responsive design and how does it help a website that is responsive changes as screen size changes?**

If you don't pin down your message and understand how to deliver it effectively, you're losing the design changes, the font changes, and elements of the site arrangement to fit different screens.

Earlier in 2017, Google announced changes to the way they would be calculating search engine rankings. The main change is that websites that respond to different devices, whether it be computer, mobile phone or tablet, will rank higher on Google search pages than those that are not.

As more and more people rely on their mobiles and tablets to search for information, it's becoming necessary that your website can be easily and usefully accessed from all types of devices.

## What does mobile-friendly mean?

Mobile-friendly websites display correctly on all devices, regardless of screen size. Responsive design automatically resizes to fit any device, or by having a dedicated mobile site. These websites also use shorter blocks of content, so readers are not met by an off-putting 'wall of text'.

***According to comScore, American adult smartphone users spend an average of 73.8 hours a month on their mobile, a little under 2 hours, 30 minutes a day!***

It's easy to see if your website is mobile friendly. Google offers a quick mobile-friendly test. Simply enter "Google mobile performance" in the Google search engine and type in your website's URL. Then click on "Run Test" and you'll have an analysis of the site within seconds.

Most websites designed in the past two years or so will most likely already be mobile friendly whether because it's a separate interface for different devices, or a responsive design. Sites older than that are likely to be in need of some degree of refreshing.

Once Google recognizes the relevance of your site, your customers will be able to find your site more easily and be able to navigate it with ease on whatever device they use.

narration record history  
fairy tale newsfiction  
anecdote gossip tale  
urban legend legend myth  
story chronicle  
fantasy storytelling  
word blog

# Inbound marketing.

So now your website is ready, you've revamped it with fabulous copywriting, testimonials and exciting content, and you're implementing some SEO. But there's so much more you can do in the land of inbound marketing. It's a new, exciting, and constantly evolving field, so read on for some ideas that you can incorporate into your own marketing strategy.

## **What is Inbound Marketing?**

Inbound marketing is about creating valuable experiences that have a positive impact on people and your business. How do you do that? Attract prospects and customers to your website and blog through relevant and helpful content.



Once they arrive, engage with them using conversational tools like email and chat and promise continued value. Finally, delight them by continuing to act as an empathetic advisor and expert.

## **Outbound vs Inbound**

Unlike outbound marketing, with inbound marketing, you don't need to fight for your potential customers' attention. By creating content designed to address the problems and needs of your ideal customers, you can attract qualified prospects and build trust and credibility for your business.

## **Online methods for delighting customers**

New customers are fantastic. But it's your existing customers who are your advocates and who build your brand. To attract new customers, keep existing customers engaged, and address concerns, there are a variety of methods you can employ. I've compiled a list of the most common methods used today.

**1. Email  
marketing  
your database.**

# Email marketing your email database

Before you start sending emails out to people, you need to have a well-maintained email database that gets updated with new customer details. Tools like HubSpot are fantastic for managing all your contacts and integrating nicely with social media. Each business will have its own method of growing an email database, but at the very least you should:

- Invite customers to sign up for your email newsletter via a sign-up field on your website.
- Ensure that your customers have several touchpoints (whether digital or in-person) to volunteer their details. This could be via a competitions, offers, or simply asking them to opt-in to receive email newsletters.

## Why does email marketing work?

Email is still the number one preferred means of contact by customers and the number of customers agreeing to receive special offers from companies is actually increasing. Whether your goal is to send out a series of brand-building emails, a promotion for a limited-time offer, a monthly newsletter, or a special update about your company and its products or services, you have to consider how the audience will view it among the hundreds or thousands of other emails they see. **35**

A good email campaign consists of a few key components. Here are the areas on which you should focus for your next email marketing campaign:

**A good opening line** – It all starts with the email’s subject line. A boring title is all it takes for your audience to press ‘delete.’ The key to creating a click-worthy subject is to make it unique and intriguing so they will be tempted to learn more.

**The email content** – keep the email’s text short and to the point. Tell your audience only the basics and the main information they need to know. Offer them a link that they can click for more information. Chances are that they are going to skim whatever you give them, so make it easy for them to get the most out of it.

**The layout** – use graphs, images, your logo, videos, or anything visually appealing to grab the attention of your audience. Another attention grabber is to incorporate headers to break up the content making it easier to take in. Remember to make the most important words bold or underlined so they stand out from the rest.

**Pass it on** – emails are not only for those who are already customers, they are also a great source of lead generation. Include share buttons on your emails to give readers a chance to show your content to their friends. With that, make sure every email includes a valuable offer, or information your readers will actually want to pass on to their friends.

**2. Start an  
engaging &  
sharable blog.**

At Atomlabs, we create engaging, shareable blog posts for our customers because it's one of the most cost-effective ways to promote any business. Blogging can drive traffic to your website, increase your sales, establish you as an authority in your industry and also help you to reach new markets. Unfortunately, many B2B companies don't utilize blogging properly.

There are many reasons for not being able to blog effectively, such as lack of time and ideas, but we've made a list to assist you in building a successful blog.

**Write for your customers** - your blog, like your website, is not for you. It's for your customers so write for them. Ideally, your blog should aim to either solve a problem for your customers or provide fresh insights into your business.

**Plan your content** - lack of time and ideas are the most frequently cited reasons why many B2B companies lack a blog. However, with a bit of planning, you can have enough ideas to keep it running for weeks, or even months, ahead.

Your posts can be answers to the questions most frequently asked by your customers. If you've done some customer research and understand what your customers want, you'll be able to formulate some ideas based on this. If lack of time or lack of writing skills is an issue, you could outsource your blog to a copywriting service like Atomlabs.

**Frequency** - opinion is divided on how frequently you should update your blog. Aim for a frequency that you can maintain. Weekly is fine. The key is consistency. Don't start a blog and then abandon it halfway. Search engines like fresh content and the more frequently you update your blog, the more likely your website will climb up search engine rankings and gain visibility for your customers.

**Develop your blogging style** - blogs are meant to be informal, so let your blog reflect the human face of your company. Give it some personality and don't try to sell all the time. You'll find that people are more likely to respond to you and also buy your services.

**Word count** - As a guide, a blog post should be about 400 words. If your post is longer than this, think about breaking it up in to a series of posts. People tend to scan web content, so make sure you use plenty of subheadings to break it up.

**Make your blog shareable** - sharing is what makes the Internet so enjoyable, so make it easy for your readers to share your blog entries. The easiest way to do this is by using share icon buttons. These are social networking icons that make it easy for people to share your post and consequently, drive traffic and potential sales to your website.

**Measure your blog's performance** - The most popular one is Google Analytics. It's free and takes minutes to install. Over time, as you add more posts to your blog, Analytics will give you more insight in to how people are finding your posts and you'll also learn about the content your readers like.

# 3. Google AdWords pay-per-click & paid SEO.



You learned all about organic SEO previously in this e-book. In this section, we'll talk about Google AdWords, Google's own advertising service which allows you to place search results for your website on a search engine results page (SERP) by paying for them.

## **Paid search**

Paid search is the term we use for advertising within the listings of a search engine. These normally appear at the top of a SERP or to the side, and increasingly look more and more like organic results when Google places a small yellow 'ad' label on them. Google isn't the only search engine where you can do this; Yahoo and Bing also run their own advertising network.

## **Basic principles of AdWords**

Basically you pick some keywords that a user might use on Google, then create an advert that will appear on the SERP based on those keywords. If you want your ad to appear at all, you have to 'bid' against other marketers on how much you're willing to pay Google AdWords every time a user clicks on your ad. Obviously the more you pay-per-click (PPC), the more likely your ad will appear in the search results.

## Quality score

It's not just about how much you pay. Google also uses something called a 'quality score'.

Google looks at how relevant and useful your ad is to the user and the search terms they've used. It also looks at how many clicks your ad has received previously, and how relevant your landing page is. For instance if the user types 'diamond rings' and an ad appears saying "buy diamond rings here", the user should be led straight to a page where they can buy diamond rings. If the link goes to a generic homepage where the user can't buy rings straightaway, the site won't rank as highly. In short, the higher your quality score, the better your search ranking.

## Bidding

You pay Google AdWords each time your ad is clicked. The price you're willing to pay for each click is called cost-per-click (CPC). You can pick a maximum bid amount, and if you choose the automatic option, Google chooses the bid amount for you within your budget, and theoretically brings you the most clicks possible within that budget. There is also another less common option called cost-per-impression (CPM). This is where you pay the search engine for every 1,000 times your ad appears on the SERP. The user doesn't have to click-through. You can choose between either method and see which one brings you better results.

**4. Get  
noticed in  
social media.**

Social media is the most easiest and common way to promote your business. With the use of social media such as LinkedIn, Facebook, YouTube, Twitter, Google+, and Instagram, you can promote your business to a wide range of customers. The main thing to remember it to share what your business is all about, what it offers, and above all, keep it interesting.

## **What to post on social media**

It can be a struggle choosing and finding topics that will appeal to your customers. The first thing to think about is your business. Think about all the interesting things you do, your employees do, the causes you believe in, the events you hold, human-interest stories within your organization, and your achievements. Post about them, but make them relevant and interesting to your customers. Remember – it's about them. Here are some other ways we recommend you find trending topics for future social media posts.

### **Google trends & Yahoo! news**

Researching Google trends and Yahoo news will help you figure out what are the most searched terms per region/country and worldwide.

Google Trends allows you to review data around specific keywords entered into Google Search. On the other hand, Yahoo News displays what stories are the most popular.

Google Trends allows you to review data around specific keywords entered into Google Search. On the other hand, Yahoo News displays what stories are the most popular.

## **Google alerts**

Be aware of what's happening in the news and in your industry. Google alerts has been around for a while and is a very useful tool. It sends you an email digest of new Web content related to any Google search. So for example, if you're following hockey and want all the news related to Team Canada, you could set up an alert for that key phrase. If you want to know about any topic specific to your business, set up an alert for that topic.

Alerts are pretty easy to set up, but in case you need a little help understanding the various options, Google provides step-by-step tutorials.

## **Facebook and twitter trends**

Facebook trends automatically appear on the right hand side of your newsfeed, located just above

the ad space area. Twitter trends are available for all to see, usually on the left side of the page and can be targeted by location. (Note: the placement of these trends may be subject to change.)

### **Membership-driven blog sites and forums**

Signing up to be a member of different blog sites and forums provides a great range of ideas for content. You'll be able to see what people are discussing and even find resources that will inspire your next batch of social media posts. In addition to industry related conversation, you may come across some discussion related to the core of your business, upon which you can share advice with others.

### **Use your own blogging efforts**

We've covered blogging tips above, and if you regularly blog, then you'll always have a stream of content that's shareable. Best of all, you're building on your business brand.

## **How to start sharing on social media**

Decide which social media sites to sign up with. Not all social media sites will suit your business or brand personality. Know which ones are for you. For example, LinkedIn is for professional networking

and Pinterest is for sharing imagery. Review how they work and who reads them – then choose the channel you think will work for you.

### **Be aware of each social media site's guidelines**

Always check for updates and learn how to manage your account. Also, be wary that each site has a unique way of reaching out to audiences – content is sometimes consumed via mobile at night while other channels may be consumed via desktop at work. For this reason, you should educate yourself on the most effective techniques to attract users across the different platforms.

### **Use appropriate photos and videos**

If you're promoting your business through social media, upload or attach photos that complement your post or brand. Be aware that your profile picture will have a great effect on the overall impression of your page. Think about how you want to be seen by others. Do not upload photos or videos that affect your reputation in a negative way.

## **Check for grammar and spelling errors**

Even if you are pretty sure you're good at spelling and grammar, it often pays to get someone else check your copy for you. Misspelled words or incorrectly placed punctuation can give a different meaning than what you intended to say.

## **Make your posts worth sharing**

Your popularity and reach grows exponentially when readers hit the 'share' button. So it is important that you choose topics that relates to both your business and potential customers. Keep yourself up-to-date on the latest trends and topics, then create posts that are interesting and easy to understand in order to gain loyal followers.

## **Make it a habit to update your site regularly**

Whether it's a blog or an online shop, your audience will hear from you on a regular basis. Having a dormant account looks unprofessional, and makes readers wonder whether your business is still in operation.



## **“Listen” to what your audience has to say**

Welcome comments and make them count. Analyzing and taking part in the conversation will also give you an idea on what topics readers value. Bashers or haters will exist no matter what, but you always have an option whether to reply or let it go. If you decide to respond, deal with them in a friendly, but professional manner.

## **Identify people with influence who can give your business a push**

Try reaching out to advocates by giving them freebies or discounts. They may consequently endorse you, which will help you generate more fans. Alternatively, if you have advocates that are already using your products or services, ask them for a testimonial you can advertise on your site.

## **Learn how to protect yourself**

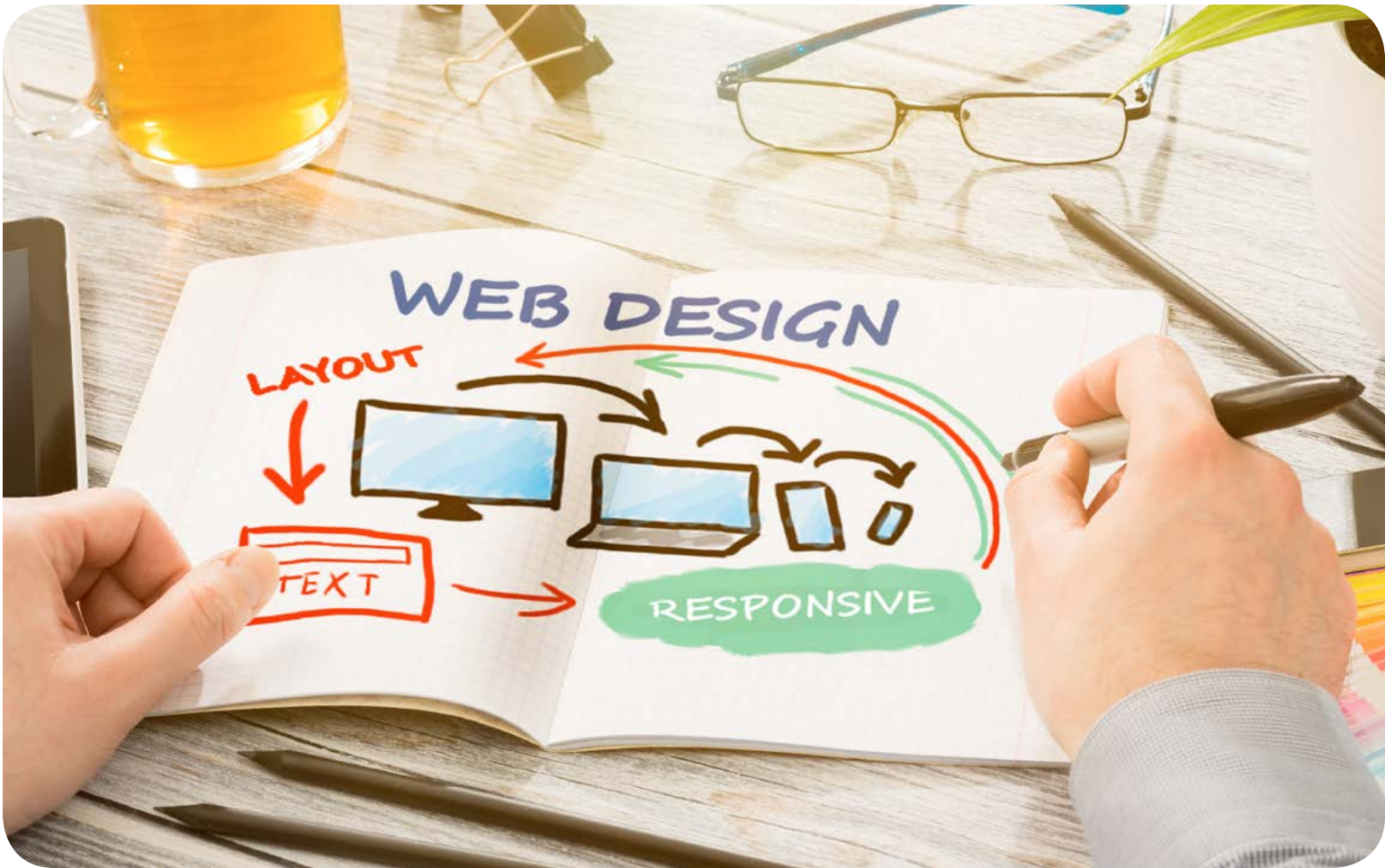
Make sure to equip yourself with knowledge on how to protect yourself online. Research is the key. Keep your username and password strong and unique. One thing that is very important yet often overlooked is the terms and conditions, especially privacy rules. Make sure you understand them.

## **Managing social media**

As a marketer, you might not have the luxury of time on your hands. So whether you've started using social media or not as part of your online marketing strategy, there is one tool that can help you save time and energy. HubSpot can help you with social media. This platform supports social network integrations for Facebook, Twitter, LinkedIn, Google+ and more.

## **Manage multiple networks at a time**

One of the special features of these applications is that they allow you to take control of multiple social accounts from one dashboard so you don't have to log into each one separately, which can be time consuming. You can even post whatever you want to post to all your social accounts at the same time.



# Updating your website.

## Putting it all together

In any digital marketing strategy, it's important to make sure that you're keeping things fresh. Your website can appear neglected, even if you've put in some effort into social media, AdWords and other strategies.

At Atomlabs, we're always improving websites that have been ignored for far too long. Here are some things you can do to make sure your website hasn't gone stale and is performing for your business:

## **Read your website**

Go over all the copy, and ask others to read your website. Is it as clear as it could be? Other eyes will see things you won't, so it's important to take note. Use a copywriting service like Atomlabs to audit your site and pick up areas for improvement.

## **Do a user test**

Get a third party to test the usability of your site. Get someone to talk you through the site as they walk themselves through it. This information is critical to your understanding of how your customers are experiencing your site.

## **Analyze current site performance**

Check your analytics and figure out what people are doing on your site. What keywords are bringing in traffic from Google? What pages are visitors lingering on and which pages are they bouncing from? Use this data to inform your priorities and next steps.

## Improve your site's functionality

At this point you'll have an understanding of what needs improving on your site and what users might be having trouble with.

## Site architecture

This is the point where you've taken inventory of the pages of your site and can decide whether the way the pages are connected is the best way.

There are three things to think about when considering your site's architecture:

- Navigation that fits what users are looking for when they hit your site
- Information structured as strong themes with supporting content
- Linking throughout the site in a way that maintains the individual themes

Addressing a website's architecture might be considered an update or the changes may be drastic enough to start fresh.

## **Updating old content and adding new content**

Write content that informs, engages, sells, serves, collects information, and supports the purpose of every page on the website. Make sure to include keywords and calls to action to move them down the intended path.

For all pages that already exist, make sure the assigned keywords are appropriate, and also make sure they're actually used in the content on the page.

## **New testimonials**

You should continue to update new testimonials on your website as often as you can. No matter what type of business you are running, you will benefit from adding recent testimonials to your website. Remember, a potential customer is a lot more likely to be encouraged by a testimonial from last week to one that has been on your website for a few years.





# Video marketing.

## A new trend

As marketers, we've been hearing lots of stats like these:

- More than 500 million hours of videos are watched on YouTube each day.
- Facebook video receives, on average, 135% more organic reach than a Facebook photo
- 82% of Twitter users watch video content on Twitter
- In fact, it is believed that online videos will account for more than 80% of all consumer Internet traffic by 2020.

This gives B2B marketers some compelling reasons to get to grips with exactly what video marketing is and whether it could benefit their business. Video marketing is a very broad term and not just about creating the next viral YouTube sensation. Most B2B companies could benefit from some form of video marketing, however, as with any marketing tool it is about creating the right fit for your business and marketing strategy.

## **What is Video Marketing?**

It is simply marketing that incorporates videos. That sounds really simplistic (and it is) but bringing it back to the basics is important. If you take 5 minutes this week to point your smartphone video camera at an employee and ask them to introduce themselves to your customers and then email that to your customers, you have just done video marketing. For example, it's about big marketing budgets poured into campaigns to create the next viral video sensation to coincide with the Stanley Cup finals.

You can choose for your video marketing to be ad-hoc or part of a planned, strategic marketing campaign. You can use it to promote your company, product or service by creating customer testimonials, reviews and explanatory or 'how to' videos.

Video marketing isn't new but understanding the growing and evolving way that it is engaged with through the Internet, especially social media and mobile use is can be beneficial to your business.

### **The DIY Option**

You can make a video on your smartphone and upload it to YouTube pretty quickly, embed it in a website page, share it to your Facebook, Twitter and other social media accounts and then email it to your customers. If you are comfortable with moving among your social media platforms this will be pretty straight forward. With a little more effort you can edit it into a more professional production including a logo intro and a link at the end to a specific website page with a promotional offer or an opportunity for your customer to learn more. With any DIY option, you will have to be willing to put in the time to learn and then replicate these efforts consistently for maximum impact.

### **Outsourcing**

If you want to go beyond the simple and use video marketing as a strategic and targeted part of your overall marketing then often outsourcing is the best way to go. This can still be affordable, you can still use videos you create yourself for instance and just outsource the strategy, analytics and

research. Alternatively you can outsource completely and have the videos professionally created and edited by a dedicated team.

### **What are the trends in Video Marketing?**

Storytelling is the number one trend in video marketing. Think of Dove's "Real Beauty" campaign. Storytelling isn't restricted to the big brands.

- What is your business story?
- What is the customer experience like in your business?
- How does your business give back?
- There are plenty of stories that every business can tell.

Facebook is also a video marketing trend. Video can be uploaded directly to Facebook and viewed as part of a user's normal news feed and Facebook has also rolled out sponsored video ads for brands.



**DIGITAL MARKETING**

strategy, brand, plan, video, technology, management, e-social, mail, Media, customers, push, blogs, efficiency, agency, optimization, audio, websites, search engine, ingenuity, apps, web feeds, messaging, text, web, pull, efficiency, creativity, optimization, agency, push, blogs, success

# Fire up your business.

So now you're excited about all the things you can do to fire up your business in the digital marketing world...But where to start?

The main thing to remember is that every business needs to have a strong online presence, and if you're going to be found online, it starts with your content and inbound digital marketing.

Inbound is a method of attracting, engaging, and delighting people to grow a business that provides value and builds trust. As technology shifts, inbound guides an approach to doing business in a human and helpful way. Inbound is a better way to market, a better way to sell, and a better way to serve your customers. Because when good-for-the-customer means good-for-the-business, your company can grow better over the long term.

So, what's  
**the next**  
step?

# Reach out to me.

## No sales pitches, only good advice

So if you have questions, need advice or a friendly hand, feel free to reach out. In my 15-year career as a B2B digital marketer, I've helped all types of businesses, from small to Fortune 500 companies. I'm here to help and so is my team. You can count on us. :) Here's my contact info:

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