

SmarttNet

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SmarttNet advises online marketing in magazine – for immediate release May 1, 2009

Business in Vancouver's Adpages magazine has been released, featuring a section about "Online strategies: what works, what doesn't." The source of the advice? SmarttNet's e-marketing department.

In an article titled, 'The online marketing game,' SmarttNet Internet marketer Joyce is quoted by writer Sara Newham, explaining the difference between consumer habits in real life verses online.

"On the Internet...what they're looking for is usually...expert advice and information, so if your web page homepage is a sales page, they will get turned off really easily," says Joyce in the article.

The idea is that brick and mortar businesses should operate differently on the Internet, realizing it is a medium on its own.

"It's about people's expectations in different settings," explains Joyce. "If they walk into your store, traditionally they have the mindset that they're there physically because it's time to buy something. In that case, by all means a sales pitch will work, because that is what helps. But on the Internet, people aren't there for that – they want to do research before they buy."

For this reason blogs are heavily important to the conversion process, the method by which a visitor becomes an actual buyer. The written, impartial advice acts as a stimulant to keep people on a Web site longer, which is what eventually convinces people to buy.

Another aspect of online marketing brought up in the article is syndication. Joyce recommends that all social networking accounts be linked together so that "any time an activity happens in one place, it will show up in all the other places, [and] all of your networks will be able to see what you're doing."

In addition to being interviewed about online marketing advice, Joyce also wrote a commentary explaining the parallel universes of online and offline marketing.

"Here we showed the online equivalents to marketing tactics that are common in 'real life'," says Joyce. "For example, getting market share in real life can be compared to building backlinks online. The more you have, the more you out-beat your competitors on search results."

Other examples mentioned include social networking, article campaigns, target marketing, competitive research, pay-per-click ads, keywords, affiliate programs, meta-tag spying and shopping carts.

To view copies of SmarttNet's presence in Adpages, click on the "Published" tab on the homepage at smartt.com.

For more information, or to arrange an interview with Joyce, call 604 630 7579 or e-mail joyce@smartt.com