

Optimise

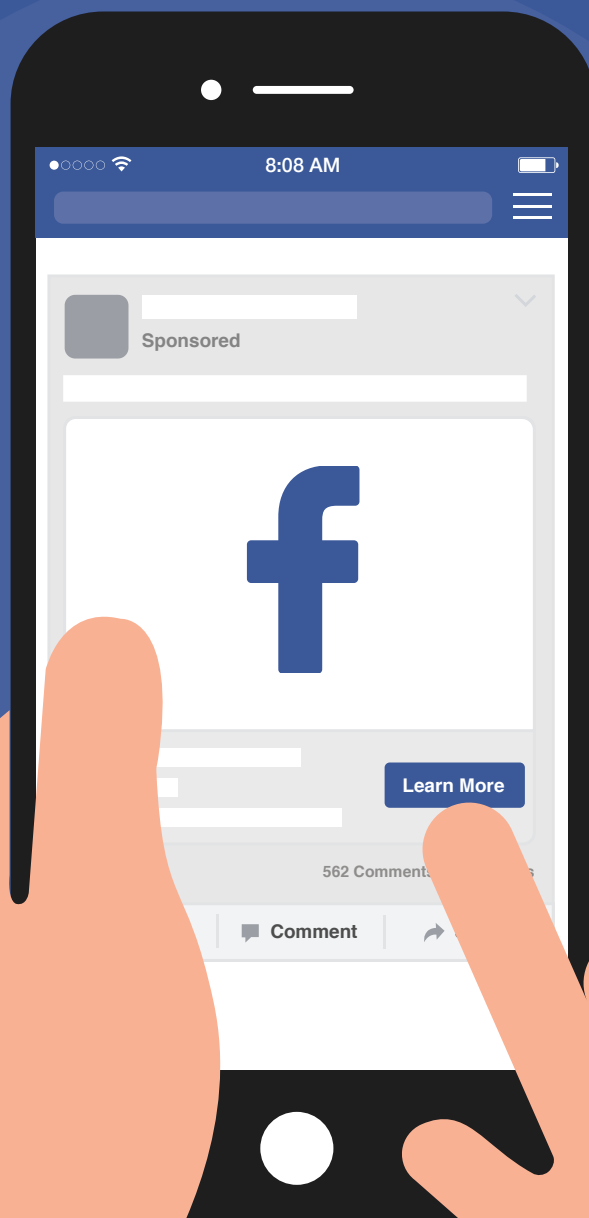
Digital Marketing News

9 Do's and Don'ts for Your Business' Social Media Page

Find Out What You're
Missing!

3 Facebook Advertising Strategies You Need to Know

Facebook
Lead Ads, App
Installs and
Collection
Ads—Which
Is Right For
You?



LinX - The Revolutionary Digital Marketing App You'll Love!

SponsoredLinX CEO
Ben Bradshaw talks
about our hot
new app!

Memes and Me

Why Attaching
Your Brand To A
Trending Meme Is
The Quickest Way
To Success!

Optimise

Digital Marketing News

EDITOR IN CHIEF

Ben Bradshaw

MANAGING-EDITOR

Kyle Connolly

kyle.connolly@sponsoredlinx.com

GRAPHIC DESIGNERS

Mihajlo Kecic

mihajlo.kecic@sponsoredlinx.com

Kelly Chiu

kelly.chiu@sponsoredlinx.com

Various Graphics Designed by Freepik

WRITERS

Ben Bradshaw

Nicholas Davis

Kyle Connolly

Rebecca Patrick

Simon Golding

Rochelle Lyons

Daniel Andreott

Polina Kants

Jas Rawlinson

Margot Wallace

OPTIMISE MAGAZINE IS PUBLISHED BY



ABN: 81 124 272 359

PO Box 399, Fortitude Valley, QLD, 4006

Phone: 1300 859 600

Fax: (07) 3892 7022

Email: optimise@sponsoredlinx.com

www.sponsoredlinx.com

All details and information correct at time of print

CONTENT SUBMISSIONS

Optimise Magazine welcomes editorial submissions from businesses or individuals working in or with the online marketing industry. The publisher reserves the right to edit, modify or contribute to the content of the material provided.

DISCLAIMER

© SponsoredLinX 2017. All Rights reserved.
No part of this magazine may be reproduced without the written permission of the copyright holder.

Reach over 10,000 businesses
across Australia...

Contact the Optimise team for editorial and advertising opportunities at optimise@sponsoredlinx.com



www.sponsoredlinx.com.au



Welcome

Welcome to the new financial year!

To say it's been a whirlwind of a year here is quite the understatement! Our staff has grown by 30%, we've introduced free Convertopages, we've developed a brand new team to manage Facebook Lead Ads and (perhaps, most importantly) we've released LinX—an app that'll revolutionise the way we do business (more of that on pages 6-7).

This issue takes a look back at the financial year that was, focuses on the lessons learnt, and what you need to know going forward into this year. We'll discuss new trends in marketing, social media platforms, content amplification, the newest in SEO trends, and even the role of memes in business!

As digital marketing specialists, we're responsible for ensuring the online successes of our clients, and a large part of that comes down to the experience our clients give their own customers upon landing on their home pages. In March of this year, SponsoredLinX began offering Convertopages as part of some of our packages. We're designing custom and unique landing pages that will help generate leads and increase traffic, all for free. Our staff have been working tirelessly over the last few months to provide these optimised pages to our valued clients, and the results have gone to show how dedicated our team is to providing the highest quality of service.

As if that wasn't enough, we started offering and managing Facebook Lead Ads. These allow us to ensure that your business is displayed to even more potential customers. By combining Facebook's Lead Ads and integrating it with our own API reporting

system, we have created an end-to-end service that is not only conversion-focused, but just as importantly, headache free! From full professional setup and ad creation, to in-depth insights and real-time lead delivery—Managed Facebook Lead Ads are the solution you've been waiting for.

By far the most exciting achievement happened in April—we launched the LinX app! Exclusive to SponsoredLinX, and unavailable anywhere else in the world, LinX provides all your AdWords and Facebook ad performance data (including push leads) via instant notifications. A world first and truly revolutionary new digital advertising app, LinX is designed to help small to medium businesses more efficiently navigate the world of digital media. Even better, there's no need to log on to your computer at all. Whether you're looking to view your insights, invoices and reports in one place, increase leads and sales with an exclusive Facebook Lead Ads integration, or receive push notifications whenever a new lead is received, LinX can do it all!

I'm very excited by the new financial year. If there's anything the last one taught me, it's that the tide of digital marketing changes on a dime, and it's up to us as advanced digital marketing specialists to always be one step ahead of the game. Given our innovations these last few years, I'm happy to say we're trend setters, and we're really excited to share all we've learnt with you.

Enjoy!

Ben Bradshaw

Editor in Chief, Optimise Magazine
CEO & Founder of SponsoredLinX

Meet the...

OPTIMISE EXPERTS



Ben Bradshaw



Nicholas Davis



Kyle Connolly



Rebecca Patrick



Simon Golding



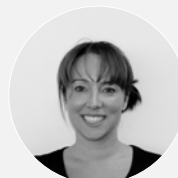
Rochelle Lyons



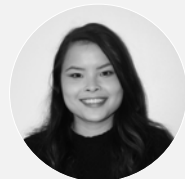
Daniel Andreotti



Polina Kants



Jas Rawlinson



Margot Wallace

CONTENT *In this Issue:*

- 06** LINX - THE REVOLUTIONARY DIGITAL MARKETING APP YOU'LL LOVE!
SponsoredLinX CEO Ben Bradshaw talks about our hot new app!

By Ben Bradshaw

- 08** LANDING PAGE EXPERIENCE AND SEO
Why Is It worth your time?

By Nicholas Davis

- 10** 9 DO'S AND DON'TS FOR YOUR BUSINESS' SOCIAL MEDIA PAGE
Find out what you're missing!

By Rebecca Patrick

- 12** 5 DIGITAL MARKETING TRENDS FOR THE NEW FINANCIAL YEAR
What should you be expecting and preparing for?

By Kyle Connolly

- 15** CONNECTING THE DOTS...
How to effectively balance the many ingredients of digital marketing!

By Simon Golding

- 16** 4 LEAD-GENERATING IDEAS FOR YOUR CONTENT MARKETING
Remove yourself from that content rut and reignite your marketing campaign!

By Rochelle Lyons

- 18** TOP 5 CONTENT AMPLIFICATION TOOLS
Get in front of your ideal customers today!

By Rochelle Lyons

- 20** SNAPCHAT YOUR WAY TO THE TOP
Five ways to stay ahead of the trend!

By Kyle Connolly

- 21** SOCIAL MEDIA TRENDS THAT ARE TAKING OVER 2017
Four quick ways to enhance your social media performance!

By Rebecca Patrick

- 22** GET YOUR WEBSITE WORKING FOR YOU!
Ensure your digital marketing strategies are optimised across all platforms!

By Daniel Andreotti

- 24** HOW TO WRITE BETTER EMAILS AND INFLUENCE PEOPLE
If your emails suck – you're doing it wrong!

By Polina Kants

- 26** MEMES AND ME
Why attaching your brand to a trending meme is the quickest way to success!

By Kyle Connolly

- 28** 3 FACEBOOK ADVERTISING STRATEGIES YOU NEED TO KNOW ABOUT
Facebook Lead Ads, App Installs and Collection Ads— Which is right for you?

By Jas Rawlinson

- 35** SEO REWIRED
Why SEO is not an expense, but an asset!

By Margot Wallace

- 36** SOCIAL MEDIA PLATFORMS - WHICH ONE SUITS YOUR VIDEO CONTENT?
Ensure that you're doing the right things to boost your business!

By Kyle Connolly

LINX - THE REVOLUTIONARY DIGITAL MARKETING APP YOU'LL LOVE!

Sponsored LinX CEO Ben Bradshaw talks about our hot new app!



By Ben Bradshaw

A FEW YEARS AGO WE HAD A REVOLUTIONARY IDEA.

We knew it would be a game changer—something that would not only make the lives of small to medium business owners so much easier, but would also be unlike anything we'd ever offered. The product? LinX: a world first digital marketing app that allows our clients to track their AdWords and Facebook campaigns 24/7! And I'm excited to be able to share with you that our app is now available Australia-wide!

SO WHAT MAKES LINX SO SPECIAL?

Firstly, it removes a lot of the hassles of conventional AdWords/Facebook campaign tracking. As I shared with my staff recently, *the biggest thing to remember when creating new software, is to keep it simple*. Given that 50% of clients don't track their leads (yes, I'm serious!), it's clear that software needs to not only deliver in terms of innovation, but also user-friendliness—and this is what we kept at the forefront of our minds when designing LinX. Taking into consideration that the average person picks up their phone 150 times a day, it's easy to see that people are more likely to interact with an app than their computer. This is why it made sense to give our clients

a tool that would not only help them better manage their accounts, but one that would also encourage them to want to check their leads.

Secondly, it was also important that we make LinX unique. We've done this in a few different ways, such as creating a world-first digital marketing hub that goes beyond what is offered through other apps. For example, with LinX you can view your comparative data (which allows you to compare stats, to go from your CTR to your clicks etcetera).

What makes LinX unique however, is its diversity. When creating the initial design we felt it important to offer more than just AdWords management, which is



why we also included the Facebook dashboard. What this means for our clients, is that they can do everything they need directly from the app without having to check emails, or log in and out of multiple websites. This is particularly helpful when you're on the road a lot!

Personally, I know how it feels to get back to my home, office, or accommodation after back-to-back meetings and feel the temptation to just leave my emails until the morning. Now, in some cases this isn't a problem, but if you're waiting on leads to come through and you're not diligently checking, it can mean the difference between winning or losing a client—particularly if your industry is small and competitive! That was one of the biggest issues we saw with Facebook Lead Ads—that by the time you'd run a campaign, logged into the Facebook dashboard and downloaded your lead spreadsheet, it was too late; the lead was already gone.

The difference with LinX however, is that it sends through a push notification every time you receive a new lead and

then logs it directly in the app with all of your other leads. This user-friendly feature of being able to stay alerted to, and keeping track of, all your leads in one place is extremely valuable!

LinX is about building a relationship between our clients and their managers. We know that it takes trust when bringing onboard a marketing professional to look after your account, and so we try to foster these relationships in whatever way we can. For example, when you log into LinX, you'll be able to see a photo of your Client Manager and get in touch with them, or request a callback, in just one simple click. We like to think of it as helping our clients get to know their managers a little bit more easily.

As I said at LinX's official launch, our app is, without a doubt, the most revolutionary thing we've ever done. It's the solution that small to medium business owners have been searching for, and I'm looking forward to hearing from you as to how it's positively helped your business!

LANDING PAGE EXPERIENCE & SEO

Why is it worth your time?



By Nicholas Davis

SEO is often misunderstood as an expert in exploiting the Google Search Algorithm. For the many that attempt to use this idea as a guide, they rarely see results. SEO is about understanding the intention of both Google and its users. The key for your success is to first understand Google's organic process. I'm here to provide you with some information about the most common mistakes when it comes to SEO, and the solutions to fix them.

The process is simple—when a user creates a search, they hand a research task over to Google. In order to run ads, Google needs to perform searches. In order for people to come back, Google needs to give them what they want. When you rank for a query, it is the result of Google seeing you as a better fit than your competitors.

The mistake is in the phrasing. Fred Fixers wants to rank for 'Mechanic Redcliffe'. He has dedicated his home page to read 'About Mechanic Redcliffe'. A common mistake tautology is filling your landing page with information in an 'About Us' section. Google does not recognise these pages as an ideal option to send general enquiries to. A more ideal landing page would include brand related topics such as 'Fred Fixers Opening Hours'.

WHERE DO WE GO FROM HERE?

When you're creating a landing page, always have the user in mind. If someone searches 'car stickers', they are going to look for visual cues. Images with short, three word descriptions will do more for you than paragraphs of text. However, if a user were to search a question such as 'where can I get a certificate or qualification?' Google is going to heavily favour text in that situation.

BUT HOW DOES GOOGLE KNOW?

Google measures the frequency of how many times a user has pressed the 'back' button after a search. If this were to happen less to you than the site ranked above, you will progress higher. This is a prime example as to why a dentist in Sandgate will never be in position one for a 'Dentist Brisbane' search.

And so, in the future, rather than asking 'what query do I want to rank for on this page?' instead, ask 'what query should rank on this page?' By making this change, you will be surprised at how much more potential your SEO will have.



Reach new customers with a tailored
social media campaign.

SponsoredLinX™
ADVANCED DIGITAL MARKETING

www.sponsoredlinx.com.au



DON'T'S

DO's

9 DO'S AND DON'TS FOR YOUR BUSINESS' SOCIAL MEDIA PAGE

Find out what you're missing!

By Rebecca Patrick

Do you have an Instagram Business page but no requests to follow? Not getting many likes on your Facebook post? Let's face it, it's not me, it's you. With a large portion of businesses jumping on any opportunity to get their word out there, many are finding it difficult to create something successful. Creating a business page on Facebook, Instagram or Twitter is easy—the hard part is in the up keep. In order to maintain an active following and interesting page, some work will be required. Luckily for you, I'm here to provide you with 9 Do's and Don'ts when it comes to all things social media!

DO UPDATE AND CHANGE YOUR PAGE OFTEN

Keeping your page up to date will gain your followers interest. Make sure to update cover pages often to change the look of your layout. It is a good idea to advertise any specials or events in this area as it's one of the first things a follower will see. Make a note to change or update your business information to ensure that your followers are always informed—this includes change of location, opening hours or contact details.

DO KNOW WHAT YOUR MISSION IS

What do you want to get out of your social media page? This question needs to be answered before you continue on your social media journey. Are you trying to create more awareness for your business or are you just here to get more likes? Once you figure this out, you'll be able to cater your business page towards reaching your goal. Be sure to always post content that will lead you in the direction you wish to be headed.

DO CONNECT WITH YOUR FOLLOWERS

In order to keep your followers interest, create events or competitions in order to spark their attention. Reply to comments and keep up to date with all of your followers' messages so that you can stay in touch with your clients and customers. Make them feel wanted and show them that they are important. Start a poll, create a giveaway or even ask them for feedback!

DO SET UP AN AUTOMATED RESPONSE ON ANY MESSAGING SERVICES

Communication is the key! One of the first things you should do is set up an automated response on any services that followers are able to contact you directly on. The social media world is seen to run 24/7, by setting up this function it allows you to keep in touch with your followers even at close of business. Let them know their message has been received and you'll be in touch soon!

DO BE ACTIVE WITHIN YOUR PAGE

It is important that you are updating often and finding the time to reply to comments and start discussions on your page. In saying this, be sure to not overload your readers with content. Keep it simple with 1-2 posts per day in order to remind your followers that you're still there. Posting too often can become annoying and too information heavy for a follower. This will likely lead to an unlike or unfollow.

DON'T FORGET TO POST VISUAL CONTENT

Nobody likes a page that is full of text. Break up your content with pictures, images and video content! Keep your followers interested; attract them with pictures, crazy videos, vines and gifs. Steer clear of the dull content!

DON'T TALK TOO MUCH

People lose interest in your post within the first couple of sentences. Don't fill your posts with paragraph on paragraph because you won't be reaching anyone. Focus is lost when your post is longer than people's attention spans. Status updates, social posts and photo captions are not the place for it. Keep it straight to the point. Only add additional information when you think it's absolutely necessary.

DON'T POST THE SAME THING ACROSS ALL MEDIA PLATFORMS

Nobody likes to see the same thing over and over again. If you have a various number of social media platforms, do not post that same thing across all pages. Each platform is created for different uses; ensure that you adjust your content to fit. Instagram focuses on photo sharing, Twitter is for simple-worded, short updates and Facebook is few, far and in between. Change your content and adjust to suit your audience.

DON'T USE ONLY ONE FORM OF SOCIAL MEDIA/ WEBSITE

Not everyone uses every platform of social media. Be sure to create multiple platforms to make your business heard. By creating only one source, you're limiting your availability to the social media world. Use multiple platforms to cater to different audiences.

So go out, update those status' and post those photos. Social media is an exceptional marketing tool that has the ability to get your business known across the globe. So you may as well take advantage of it! By using this guide and doing it right, the outcomes are endless.

5 DIGITAL MARKETING TRENDS FOR THE NEW FINANCIAL YEAR

What should you be expecting and preparing for?

By Kyle Connolly



Trends come and go, and digital marketing is no different. However, in today's world there are more media choices than ever before and many more possible approaches one can make towards online marketing. Now that winter's here, and everyone begins a new financial year, it's time to look forward to what's needed for your company's marketing to shine. From the evolving world of AI to the expectation of instant communication—here are the top five digital marketing trends to keep an eye on this new financial year.

INFLUENCER MARKETING

Evidently, it's important to sell something that the market wants. And, what could be more effective than influencer marketing? People by nature trust a recommendation from those who they consider thought leaders—the right influencers help in establishing a company or a brand's credibility through a variety of media. When influencers can prove they genuinely believe in a brand, then others will follow suit.

Many brands now recognise Influencer Marketing as the current 'go-to' strategy, but they struggle on how best to leverage it and measure it from the perspective of business results and attribution modelling. However, as we head into the second half of the year, you'll find more and more brands hopping on the bandwagon as results speak for themselves. Influencers will entrench as defining voices in consumer marketing, as brands concede advertising control and look to so-called 'brand advocates' to sway potential customers on social media. So, get your product into the hands, or onto the Instagram pages of someone with influence, and you're now adapting to the latest marketing trend.

LIVE STREAMING

If you've not noticed the popularity of live streaming in digital marketing then you've missed out. The app Periscope was really the first to popularise the idea of live streaming via Twitter, but since Facebook introduced its own internal way of live recording (Facebook Live this time last year), brands and businesses have quickly realised the unique power of real-time marketing and it's since blown up.

Mobile devices are now ubiquitous, internet is faster than ever, and consumers are demanding more and more in-the-moment content. So much so, even the last US presidential debate was viewed more via mobile live streams than traditional TV coverage. Consumers are also more open for live streaming advertisements. This marks the start of a new trend that will revolutionise the way businesses advertise their services.

Got a new product launch? Announcement? It may as well not be happening if it's not streamed live.

ARTIFICIAL INTELLIGENCE

2017 going into 2018 will be the year when we will look more to artificial intelligence to lend a helping hand to digital marketing. The current trend with start-up brands identifies applicable AI solutions as a way for consumers to navigate in an increasingly dense and complex world.

AI is transforming marketing as we know it. In an industry known for its love of buzzwords and hype, AI has become marketing's new 'big data'. In the past, 'big data' ultimately lead to new layers of complexity, whereas AI promises to do the opposite.

This year has seen tech providers like Salesforce, Microsoft and Oracle all bring AI-based technology to market, promising to derive insights and improve conversions by mimicking the process of the human brain within the software.

Salesforce, for example, has just introduced Einstein. Einstein removes the need for a data scientist by learning from your own data and delivers predictions and recommendations based on your own unique business processes. It even automates tasks for you, freeing up your time. This isn't the future, this is right now!

From advanced electronics applications, to pinpoint analytics that will predict consumers needs as they arise, Artificial Intelligence is on the way, in a big way.

LET'S GET NATIVE

Grabbing plain sight exposure in front of the right audience makes native advertising one of the most sought after marketing methods. Most people find intrusive ads frustrating. For instance when you're browsing a website and instantly an out of context ad pops out of nowhere—it can leave a very sour taste in the consumer's mouth for the company pushing the pop-up.

Native ads facilitate brands to market themselves in a non disruptive way, mixing easily with the environment a user is comfortable with. A successful native ad blends seamlessly, customers may not even spot them upon first viewing.

Whether it be advertorial, instant content, search advertising, recommended content or sponsored listings—the point is not to look at it as deceiving, rather, putting the right information in front of the right people when they actually need it.

Data collected by Polar and BI Intelligence shows that CTR rates for premium native ads on mobile phones were four times higher than the count of non-native display ads. The data also stressed that native ads call for better engagement rates on tablets and smartphones as compared to desktops.

INSTANT=NORMAL

When you grow up surrounded by social media and modern technology, you almost expect instant communication and entertainment. Waiting periods and buffer bars are becoming more and more obsolete as Generation Z consumers gravitate to content available within a click. This is why apps like Snapchat, Instagram, Spotify and Musical.ly have risen to such enormous heights so quickly.

My generation (Generation Y) grew up with fast food, this new one grew up with fast entertainment. And it's this principle that will dictate digital marketing trends for at least the next decade.

The downside is this generation has grown up with an instant response as the baseline expectation. You can count on at least three different platforms we've never heard of rising to major prominence this next financial year, ones that embrace faster, more pictorial and more spontaneous ways for Gen Z to bond.

What do we want? Instant content.
When do we want it? Erm, now.

CONNECTING THE DOTS

How to effectively balance the many ingredients of digital marketing!



By Simon Golding

At SponsoredLinX, the digital strategies team discuss client's marketing strategies across four major elements. Website development, AdWords, Search Engine Optimisation (SEO) and Facebook Marketing. We're always being asked 'what should I do first?' or 'which should I do next?'. These questions don't have one particular answer, but in this article, I'll outline the typical functions of these four components using a hypothetical all weather slipper business; '4x4 Feet'.

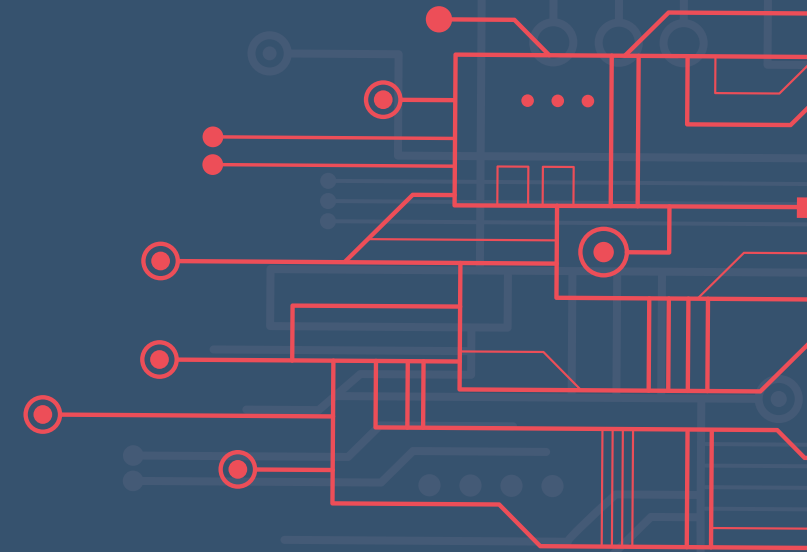
Facebook marketing performs two core functions: traffic generation and customer retention. It generates traffic through the power of suggestion by permitting you to place an ad in front of people who weren't actively seeking your product. It increases retention rates by allowing businesses to engage directly with customers in a personal and meaningful manner. Now, if 4x4 Feet had a youthfully styled promotion for customers in Sydney and put an ad in front of Sydneysiders in their 20's, it will generate leads. Following up with a like/comment on posts or photos related to the product would enhance retention rates.

AdWords advertising, is a strategic tool which performs a range of functions with diverse targeting options. The common goal of these is to gain strategic, targeted exposure in front of specific people such as anyone searching for your product type. Applied to 4x4 Feet, placing ads in front of anyone looking for 'buy outdoor slippers' would gain great brand exposure with potential customers.

SEO improves your rankings within organic (unpaid) search results, and is arguably the workhorse of established online businesses. Once you're ready to scale the volume of leads you're experiencing to the next level, SEO will be the vehicle to take you there. In the 4x4 Feet example, SEO would secure organic rankings in front of anyone searching for 'buy all weather slippers', thus capturing the majority of leads from that search traffic.

The function of your website is 'conversion'; the last stage of online sales. When customers land on your website, their experience will make or break the sale. As a result, it's critical to your success that customers like your website, and you need to have this piece of the puzzle working first. If timelines are tight, you can always use Convertopages to perform the conversion function of a website in the short term, without the price tag or lead time of a fully-fledged website.

Bringing these ingredients together for 4x4 Feet: Facebook marketing would generate interest around this previously unknown brand, AdWords would help gain exposure from those searching for analogous products, SEO would capture the bulk of traffic looking for the exact product type, and the website would dictate what portion of these inquiries result in a sale. And voila, you have a healthy digital marketing mix!



4 LEAD-GENERATING IDEAS FOR YOUR CONTENT MARKETING



Remove yourself from that content rut and reignite your marketing campaign!

By Rochelle Lyons

As marketers and business owners, we spend an incredible amount of time curating content to generate more leads. We're constantly trying to find a way to change things up a little, but we get stuck in a content rut. Here are four proven and actionable ideas to improve your lead generation to reignite your marketing campaign.

1. PRODUCE AN EBOOK

Want to generate leads, educate current customers, influence potential prospects, and gain credibility in your industry? An eBook may be the solution! Whether you charge for your eBook or not, it should be a useful resource that offers something of real value to its readers. The intent of an eBook is to answer consumer questions and be the first point of contact between you and the reader. This makes it critical that you provide the information promised on your landing page, ad, social media or wherever you have decided to promote it. If not an eBook, then perhaps a quarterly magazine? Like the one you're currently reading...

2. HOST A WEBINAR

Before hosting a webinar, promote it on social media and ask your customers what they'd like to have addressed. This could be anything from a frequently asked question, to how to use a product. Having a clear and competent speaker is vital to a webinar. This could be a great opportunity to have an influencer in your industry as a guest speaker. After the webinar, you can seek feedback on what they liked about the topic, presentation and speaker and if they have any suggestions for future webinars.

3. WRITE CASE STUDIES

Case studies are a great way to tell success stories as they involve statistics and real proof of how your business has helped the community. Success stories can be of a product or service you've provided that aided a customer or a solution to a problem a customer has encountered and the steps you took to fix them. Although these can be uninspiring and boring, you can make them more interesting by adding visuals such as a video testimonial from the customer, or a photographic step-by-step guide. Research indicates that case studies are the third-most effective B2B content marketing tactic.

4. HOST AN EVENT

Throwing an anniversary party or launching a new product? Host an event and invite your customers to attend in person or stream it live on Facebook or Instagram. Generate interest via social media and be sure to use a hashtag to measure the speed of your content. Offer incentives to get your audience involved such as exclusive discounts or free products. If you're able to get your customers to register, ensure they supply their email and phone number as this is a great way to follow up with attendees and gain more leads and conversions. After the event, consolidate all the related event content (try Storify for this) and share it on your official accounts and website.

There are so many tactics to try when lead-generating, however, it's important to remember that what worked for another company may not work for yours. Depending on the industry of your business, one method could prove more effective than another. I hope this article has inspired you to dive deep and try something new in your content marketing!

We know what
makes people click.

SponsoredLinXTM
ADVANCED DIGITAL MARKETING

www.sponsoredlinx.com.au



TOP 5 CONTENT AMPLIFICATION TOOLS TO HELP YOUR MARKETING CAMPAIGN

Get in front of your ideal customers today!



By Rochelle Lyons

WHAT IS CONTENT AMPLIFICATION?

Content amplification is a process that allows marketers to put their content in front of their ideal customers. The process involves marrying valuable content with paid tactics and spreading it across a manifold of online channels such as social media, websites and other properties. Content amplification is a powerful method that can deliver incredible results including expanding your audience immeasurably. With over three million blog posts published each day, it is important that yours stands out amongst the crowd and the following five tools can help you do so.

BUFFER

By now everyone knows that content is king, but when social media management is involved, Buffer becomes the queen. This great tool allows you to queue your posts for all your social networks including Facebook, Twitter, LinkedIn and Google+, ensuring that you're posting at the optimum time. Don't know the ideal time to post? No worries, use Buffer's algorithms to discover the best posting times for your business.

Once a post is live (including old content that is added back into the mix) users are able to check the statistics of how the post is rating. Buffer also has the ability to 're-Buffer' old content from their dashboard to boost some old pieces and receive more traction. This feature is available to be done manually or automatically.

Buffer reached their one millionth user milestone in September 2013, and don't show any signs of slowing down.

Buffer is free for individual use, with paid plans ranging from \$10 to \$399.

STORIFY

Storify shines during live events but you can also use this tool to create a 'timeline' or 'story' before and even after an event too.

Storify is a social media tool that allows users to create 'stories' through online web resources such as Facebook, Twitter, Instagram, Youtube and Google. The best way to use Storify is to create a hashtag for your event, and gather all the posts across social media networks and string them together.

The purpose of Storify is to import content from social media websites to create a story or show a timeline of events. As such, Storify has been used

to cover breaking news, elections, social movements and more.

It's as simple as searching social networks through Storify and dragging these elements into an adjustable timeline. Furthermore, text and images can be added to give the reader additional context.

You can create a free account today, with services (such as real-time updates and bonus customisation features) available on paid accounts which are more suitable for large businesses or organisations.

HOOTSUITE

Hootsuite is the leading social media dashboard that helps manage and enhance your social network profiles.

Connect with over 35 social networks including the major platforms such as Facebook, LinkedIn, Twitter, Google+, and WordPress with additional integrations for sites like Instagram, Reddit, Storify, YouTube, and Tumblr available in the Hootsuite App Directory.

This amplification tool is free to use, making it a cost-effective solution for marketers on a tight budget. Hootsuite also offers paid premium plans with extra features and services.

SHARETHIS

ShareThis is an all-in-one amplification tool that allows the user to put up web content on channels such as email, social media networks, instant messages and text messages. The insights provided allow you to check in on real-time analytics of how much of your content is being viewed, along with how often it is being shared and by whom.

ShareThis is a widget with toolbar versions available for Firefox, Mozilla Application Suite and Internet Explorer and customised widgets available for blog publishing sites such as WordPress.

Registration for this social bookmarking and sharing tool is free.

OUTBRAIN

As a content discovery platform, OutBrain is an ideal content amplification tool that recommends articles to users already on your site. This keeps visitors on your site, increasing traffic, and encouraging engagement. This online advertising platform uses behavioural targeting to present visitors with related articles, blogs, videos and other trusted content.

Some of the most talked about advantages of OutBrain is its pre-filtering of spam links, the ability to target your audience per geo-location or device, and being able to analyse and optimise your campaigns whenever you want. These features are important to improving your search engine rankings.

Although the service is not free, OutBrain allows you to set the amount you're willing to pay for each click, control your spending by setting a budget, and only pay when someone clicks on your content.

Content amplification is becoming increasingly important in today's market due to the cumulative volume of content being published. Hopefully these few tools (which by the way are far from the only ones available out there to use) have given you a better idea on how to start amplifying your very best content.

SNAPCHAT YOUR WAY TO THE TOP



Five ways to stay ahead of the trend!

By Kyle Connolly

If you, as either an individual or a business, aren't familiar with Snapchat as a marketing tool, then it's time to get acquainted.

Snapchat is a mobile photo messaging application that lets users take photos and short videos that remain viewable to recipients for up to ten seconds, after that it vanishes into thin air, never to be seen again. To expand its services, Snapchat added live text, chat, and video calls which has helped increase its use among millennials.

And, if millennials is the type of target market your brand is aiming at, you really can't afford not to be on Snapchat. At the time of writing there are four million active Snappers (I doubt that's the collective noun) in Australia alone.

With that in mind, let's look at some ways you as a business can use Snapchat.

TEASERS

Some brands still stress that social use can feel self-destructive—leading to a host of problems with managing user-engagement. Others though, are taking the plunge, because marketers can make a massive impact with product launches using Snapchat.

It's an ideal opportunity to start teasing videos and pictures of new products. As these images only last a couple seconds, you can expect a fair amount of intrigue and chatter surrounding your new offering. You're giving them little nibbles before the full meal.

SPECIAL EVENTS

If you're taking part or hosting a live event (anniversaries, trade shows, auctions, grand openings etc.) then Snapchat is a great weapon in your arsenal. It gives your consumers direct access to your live event despite their location.

In March of this year, Snapchat signed a deal with the AFL. The deal is allegedly based on shared advertising revenue and will showcase fan, player and league content. Each stadium will also cop their own geofilters (unique filters users can place on their images/videos that show where they are).

BE A STORYTELLER

Videos in any medium should be kept brief, and that certainly is the case with Snapchat. Your audience is out there looking for small chunks of content to digest while on the bus or sitting in class, so feed it to them!

Snapchat works because the videos you take are limited to ten seconds, string them together to create a story, and your content is being engaged with!

PULL BACK THE CURTAIN

Use your company Snapchat to take viewers behind the scenes and show off your company culture. Don't be afraid to be silly, unfiltered and honest. In 2017 consumers have moved past the pristine and polished reputation brands try to emit, and want to see the human side of any business they engage with. Snapchat gives you that chance.

Keep it Disney, and by that I mean playful. Remove corporate stuffiness, your viewers want colour and fun. That doesn't mean lose all sense of professionalism, just don't take yourself too seriously. That's for LinkedIn.

PUSH INCENTIVES

Here's where Snapchat can generate real foot traffic if you own a physical business. Incentives are a classic marketing strategy, and have become almost expected on social media. Businesses often host giveaways asking fans to like or retweet.

Snapchat can be used in the same way. Send a coupon via the app, asking people to screenshot it, or reply with a selfie. Get creative. There are thousands of options!

So, can using Snapchat drive people towards your website or your business? Yes, of course. If you still haven't used Snapchat as part of your marketing strategy there's still time! Download it now and find a whole new way to connect with your audience.

SOCIAL MEDIA TRENDS THAT ARE TAKING OVER 2017

Four quick ways to enhance your social media performance!

By Rebecca Patrick

The year so far has proven that social media is steadily taking over the digital marketing world. Everyday, something new and improved makes it's way onto the scene. 2017 has only continued to prove that as social media grows, we grow with it. Looking to step into the world of online social media marketing or simply just wanting to enhance your current strategies? We've got four quick ways to bump up your social status and get your brand out there.

LIVE VIDEO DOMINATES AS AUTHENTIC CONTENT

Snapchat, Facebook Live and Instagram Story have risen to the top this year as a go-to for social media marketers. The live, un-cut and unedited feed has taken over social media as viewers thrive off the new ideas surrounding authentic video. Viewers are able to see individuals and businesses in a raw format as they are unable to hide behind multiple takes and countless hours of editing. Introducing your business to live video gives you a leg up against your competitors as you are able to show your customers and your audience a behind the scenes look at what you do best.

AUTOMATED CHATBOTS AND MESSENGERS ARE ON THE RISE

Customer service has been taken to a whole new level with the rise in popularity of the automated messenger and chat bots. Brands and businesses across the globe are using automated messages to communicate with their clients—leaving behind the days of phone calls and emails. These chatbots are available to customers 24/7 and provide easier access to information outside of the usual business working hours. This new strategy is a faster and more cost effective way to provide exceptional customer service for your current and potential customers.

PAID ADVERTISING AND CONTENT IS ONLY GROWING

Currently, multiple businesses around the world are taking up the opportunity to use other people to endorse and advertise their brand. Businesses are contacting celebrities and well known influencers and paying them to endorse their products on their pages. A company's revenue can be largely increased as the followers of their social media 'stars' follow suit and purchase the advertised products. By seeing their favourite

online influencer using a certain product, they become more inclined to purchase that product as well.

ARTIFICIAL FILTERS TAKE OFF TO MAKE LIVE CONTENT MORE INTERESTING

Live story filters have become a new trend, creating a fun and different way of recording live content. Businesses can now pay to create their own filters and geotags to promote their products and events. This trend has created the potential for businesses and companies to market their products towards a larger audience as they gain access to those who use live streaming apps.

[In a world where businesses have access to new forms of marketing tools and strategies, why should they not be taken advantage of?] Social media has opened up a door to a whole new aspect of online marketing and if your business doesn't jump on the bandwagon, it could be left behind.



GET YOUR WEBSITE WORKING FOR YOU!

Ensure your digital marketing strategies are optimised across all platforms!



By Daniel Andreotti

If you think setting up your website was all you had to do, think again. Whether you run an online shop or have a website for your plumbing business, you need to ensure that you're getting the most from your online presence. This article will help you find those key areas where your website is lacking to help you increase the volume of leads and conversions.

Your website needs to be conversion optimised so that when your clients are on your website they feel compelled to act on your Call-To-Action—be it subscribe to your newsletter, buy a product or just call for a quote. To get users to interact and engage with your website, you need to ensure you're putting contact forms, high-quality images, and essential information in the right spot.

Now, that whole social media thing isn't going anywhere anytime soon. For some businesses, namely online shops that thrive solely on their social presence, this is great news. However, it can be daunting to the rest. You have to keep on top of what you're posting. Emotional marketing is a great way to get in touch with your consumers emotions and sway them to making an impulse buy. Appealing to base emotions (the most popular being greed, fear, and altruism) makes the customer feel like making a purchase is the right thing to do. Incorporating emotional marketing into your social media presence will help you bring in more leads, and if you keep the same atmosphere on your website, those leads can turn into conversions.



When looking at Google's search results, all too often I see a business in the ads but not in the organic search engine results page. Then, even when I do an organic search for the same business that had an ad running, they're still nowhere to be seen! The more often your business name appears on Google, the more reputable you'll be viewed. If I see a business has an ad at the top AND an organic position on the first page, then I tend to think they are somewhat a leader in that industry. You can use the title tag and meta description to get a certain message across and gain interest from that first Google page. This may be free shipping or sustainable materials but regardless of what it is, this may separate you from your competitors and give you an edge on them.

Your website stores all data from visitors and will allow you to run re-marketing campaigns that will target prospective clients who have visited your site but not converted. For example, if a client came to your online shop and placed an item in their cart but didn't go through with the purchase, you can utilise the display network and run ads for that specific product for the next 30 days! This is a genius way to get back into the view of someone who is clearly a target

customer and also ensures you are doing all you can to gain that business.

There is a multitude of things you can be doing to get your website working for you. Increasing your online presence to edge out your customers begins with understanding who your target audience is and curating the website around them. If you're struggling to optimise your website for customer conversion, seek out expert advice, call us! Keep focus on what you know works with your clients—after all, you're the expert at what you do, and someone else can be the expert at getting you those conversions. Just like a good casserole, if you put all the ingredients in at the right time it will work out amazingly, however, if you miss just one ingredient it can go south very quickly.

Start increasing your conversion rate! Talk to a web expert at SponsoredLinX today to help you improve your website and capitalise on your investment. Discussing your needs with an expert will ensure your website is optimised so that your revenue will increase based on the investment you are now making into your business.



HOW TO WRITE BETTER EMAILS AND INFLUENCE PEOPLE

If your emails suck - you're doing it wrong!



By Polina Kants

With a 4400% ROI—\$44 for every \$1 spent (Campaign Monitor, 2016), Email Marketing is still by far the best digital marketing tool at your company's disposal. However, if done incorrectly it can damage your company's image and even lose you potential customers. Here is a roundup of 4 key areas you need to improve in your email marketing campaigns to convert leads in the new financial year.

GIVE EM' A LITTLE SOMETHIN' SOMETHIN'

Satisfying your reader's desire for free content while persuading them to buy is a skill every marketer needs. If you're blatantly bombarding your audience with hard-sell emails on a regular basis they will quickly become overwhelmed by all the pitching. Not to mention, probably more than a little annoyed and begin to question the value your emails bring to them.

Balance is key! Try offering free eBooks, a 14 day trial, or even free samples (depending on your product/service)—and make that the focus of your email and subject line. 'Get Your Free 14 Day Trial Today of the Latest XYZ Software!' is a lot more persuasive and value-oriented than just 'Check out the Newest Software from XYZ'. Not to mention free templates and eBooks (the actual informative/helpful kind) are an awesome way of building your credibility as an 'expert' in your readers minds, when time comes for them to buy, your company will be at the top of their list.

KNOWLEDGE IS POWER

The world is divided into groups—apples and oranges, tea drinkers and coffee lovers, sane people and people who love pineapple on their pizza—similar, yet so different. However, a shocking 49% of companies don't use email marketing data to help support their campaigns (Constant Contact, 2016)! Dividing your leads based on their likes/dislikes can have a huge impact in helping convert them to loyal customers!



For example, say you're an accounting firm and you create a form for readers to download a free eBook on small business accounting. The readers who download this eBook can be assumed to be small business owners who are doing their own accounting. That segment of subscribers can then be targeted with a nurture campaign over the next month that sends them more free small business accounting resources and tips. These readers are far more likely to respond positively to your emails because it is helping them solve a problem that your other subscribers (e.g. from large accounting firms) will not have.

DEAR [FIRST NAME]

The old saying "If you're going to do something—do it right" can be applied to many situations in life—even marketing. Especially email merge tags! According to Statistica (2016), simply having someone's name in the subject line leads to a 5% higher open rate. So if you're going to get personal—then for the love of email subscribers everywhere—do it right!

You don't want your customers receiving emails that begin with 'Dear \$firstname\$'. Not only is it obviously impersonal, it is also confusing to the people who aren't familiar with merge tags. Learning how to do merge tags correctly is therefore very important! The next time a subscriber doesn't supply a first name, make sure you have the correct

code to replace their empty name with a substitute (for example— 'Dear Reader').

Which leads us to the next tip: If you aren't automating—then start! Subscribers that receive an automated email immediately after signing up have an average 70.5% higher open rate and 152% higher click-through rate than emails sent at a later time (Epsilon Email Institute, 2014)!

BE EXTRAORDINARY

When was the last time you received an email from a company that made you smile or laugh? When was the last time you felt delighted? Reading promotional emails shouldn't feel like a chore, yet sadly too often it does. According to a study done by Litmus (2016) over the span of two months, only 21% of consumers received a memorable promotion email. If the subjects had inboxes anything like mine with dozens of emails a day from companies trying to sell me something, that's a LOT of crap emails.

So go ahead and WOW your readers! Write quirky copy, play up pop culture references, chuck in memes and gifs, and create beautiful emails people actually want to look at.

And remember: every touch point you have with a customer should leave them feeling better—not bored.

MEMES AND ME

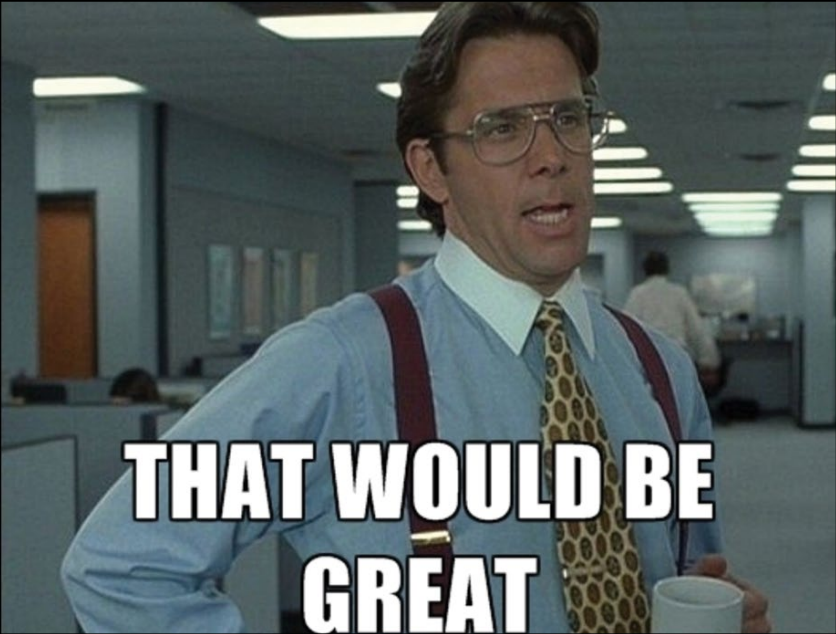
Why attaching your brand to a trending meme is the quickest way to success!



By Kyle Connolly

If you've been on social media the last few years, you've probably noticed that memes are everywhere. Pronounced "meems" and not "me-me's" (please, no), they've totally saturated popular culture. It's no wonder brands and businesses have been jumping on the bandwagon ever since the term first entered popular consciousness - with results ranging from massively successful to desperately bad. Have you considered taking advantage of memes in your social media campaigns? Beware, it's a double edged sword, and you need to be very careful.

Before we get started, you need to ask yourself whether you want to attract the meme-loving demographic. If your business mostly caters to an older age group, or is strictly professional, the answer is no. If you don't understand what a meme is and you've walked around the last few years saying "me-me", then the answer is again no. Alright, let's get started.



HOW MEMES WORK

If you're considering using memes for your marketing then it's important to understand their specific appeal. If you were to narrow memes down to four key factors they'd be: self referential humour, relatable situations, absurdity, and lastly, self-deprecating.

The self referential aspect requires whoever is in charge of your social media to have a base knowledge of memes and the correct references to use them appropriately. Many popular posts on Facebook meme pages are the result of layers upon layers of memes, almost like an in joke shared between thousands of people. It's reached a point now where even the concept of a meme has become a meme. Still with me?

It's interesting to note that marketing campaigns themselves can become memes. Remember the Old Spice Man? Or rather negatively, Kendall Jenner's tone deaf Pepsi commercial this year?

There's no set answer to how a meme works, only to say, if it works then it works, and people will engage with it. There's no real formula to it.

WHAT NOT TO DO

Refrain from putting your entire tagline or sales pitch into a meme and expecting that to gain traction. It can feel jarring and overly promotional. The less your post looks like an ad, the more people will engage.

But perhaps the biggest error brands make when using memes is not understanding the meme in the first place. Here's a rule of thumb: if you don't get it, don't use it. Also, if you don't personally find a meme funny, don't use it. Lastly, if you have to remove or edit elements of a meme that aren't 'your brand', don't use it. There's nothing that'll get you more savage internet hate faster than making a family-safe version of an otherwise risque meme.

Don't use outdated memes. I know that too is a difficult concept to grasp given trends online are in a constant state of flux. Some memes are flavour of the month and quickly turn stale, others are evergreen. It can be hard wrapping your head around which is which. If you're not sure, try stick to the most recent stuff (it'll be all over your Facebook timeline).

It's also vital you're sure there's no offensive double entendre behind the meme you're co-opting. Brands have gotten into a lot of trouble when asking people to submit their own content, for example Coca-Cola ran a campaign and they were tricked into quoting Mein Kampf on their own timeline! Incredible. Kia also tried their own meme-making campaign, but when you ask the internet for help in creating memes you really are opening yourself up for trouble.

I'd suggest using memes to augment your social media content rather than running whole campaigns through them, as the novelty really does wear off. Don't overuse a single type of meme, rather keep an eye out for what's popular and diversify when possible.

The number one rule is not to take yourself as a brand too seriously. Self-deprecation is the name of the game. If you make a meme and it falls flat, then make another one lampooning it. This shows people you're self-aware, not out of touch.

Of course you need to assess whether or not this barbed type of humor is suited to your business. The biggest appeal of these type of jokes is that they're unexpected, especially to a young and jaded audience so tired of overtly positive marketing speak from the brands they follow.

If you're looking to refresh your perhaps stale marketing campaigns, then it's worth trawling the pages of Facebook, 9gag and Reddit and seeing for yourself what people are engaging with. Memes can get shared millions of times across multiple platforms, and if brands can successfully translate even a fraction of that into a marketing campaign then they've been successful.

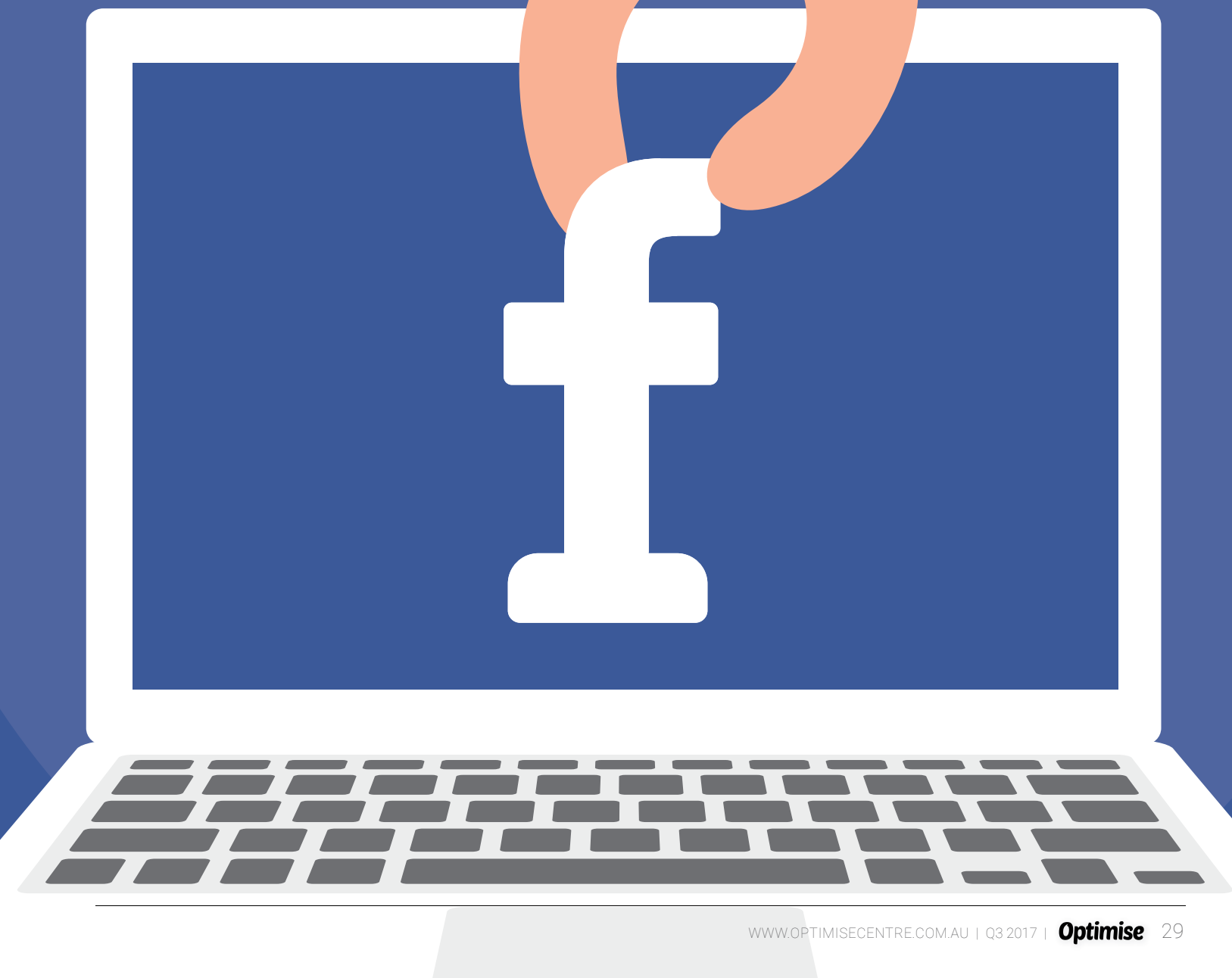
And please, whatever you do, stop saying me-me, your children will thank you for it.



3 FACEBOOK ADVERTISING STRATEGIES YOU NEED TO KNOW ABOUT

*facebook Lead Ads, App Installs and Collection Ads-
Which is right for you?*

By Jas Rawlinson



Everyone knows Facebook is the place to market their business—but with so many advertising strategies available, which should you go with? Below, we discuss three of Facebook's main advertising options—from App Installs, to Collection Ads and Facebook Leads—to help you get a better understanding of how each work!

COLLECTION ADS

Have you heard of Facebook Collection ads? Introduced in March this year, Collection ads combine the features of both standard and Carousel adverts, and allow retailers to publish an image of their main product, along with a row (or carousel) of four additional items below. In the short time they've been available, many have already seen huge results! For example, global companies such as Adidas saw a 5.3x higher return on ad spend, while Tommy Hilfiger experienced a 2.2x higher return.

But how exactly do they work? Essentially, when a user clicks on the main ad, they are taken to a new page within Facebook that features up to 50 of the advertiser's products—which is a great way to draw in a potential customer and grab their interest! From there, any additional clicks take the user directly to the item on the retailer's website, allowing them to continue their purchasing journey there.

As you've probably guessed, Collection Ads are particularly beneficial to retailers as they seek to make mobile-shopping experiences more seamless for buyers, whilst also assisting Marketers with better ways to visually inspire mobile shoppers. Considering the role that mobile loading speeds play in the conversion process, it's essential for advertisers to utilise ad formats that make a buyer's purchasing experience as user-friendly as possible—which makes it easy to see why Collection ads can be of huge benefit!

APP INSTALLS

Another way to increase your conversions is through Facebook's App Install platform. For those businesses with an app, the best way to increase your installs is to utilise the power of Facebook advertising by creating an eye-catching advert with a Call-To-Action that links to your product in the app store. Not only that, but it's also easy to promote your app through desktop viewed ads as opposed to mobile—all while still being able to measure

where your installs are coming from. For example, if a user clicks on your Call-To-Action button via their computer, and then accepts the 'app permission' prompt, they'll be taken to the app URL; allowing you to measure and optimise where your installs are coming from.

So what are some other ways to best utilise the power of Facebook App installs?

1. CONSIDER YOUR TARGET AUDIENCE.

Facebook may have over one billion daily mobile users, and over 1.7 billion daily users across all devices, but sadly not all of them will be looking for your product. Taking this into consideration, the best advice I can give you is to use targeted approaches (which can include location, gender, age, financial income, interests, behaviours, and many other options) to narrow down a more precise list of possibly interested consumers. For example, if your app relates to nutrition, you might start by targeting those with an interest in health and fitness.

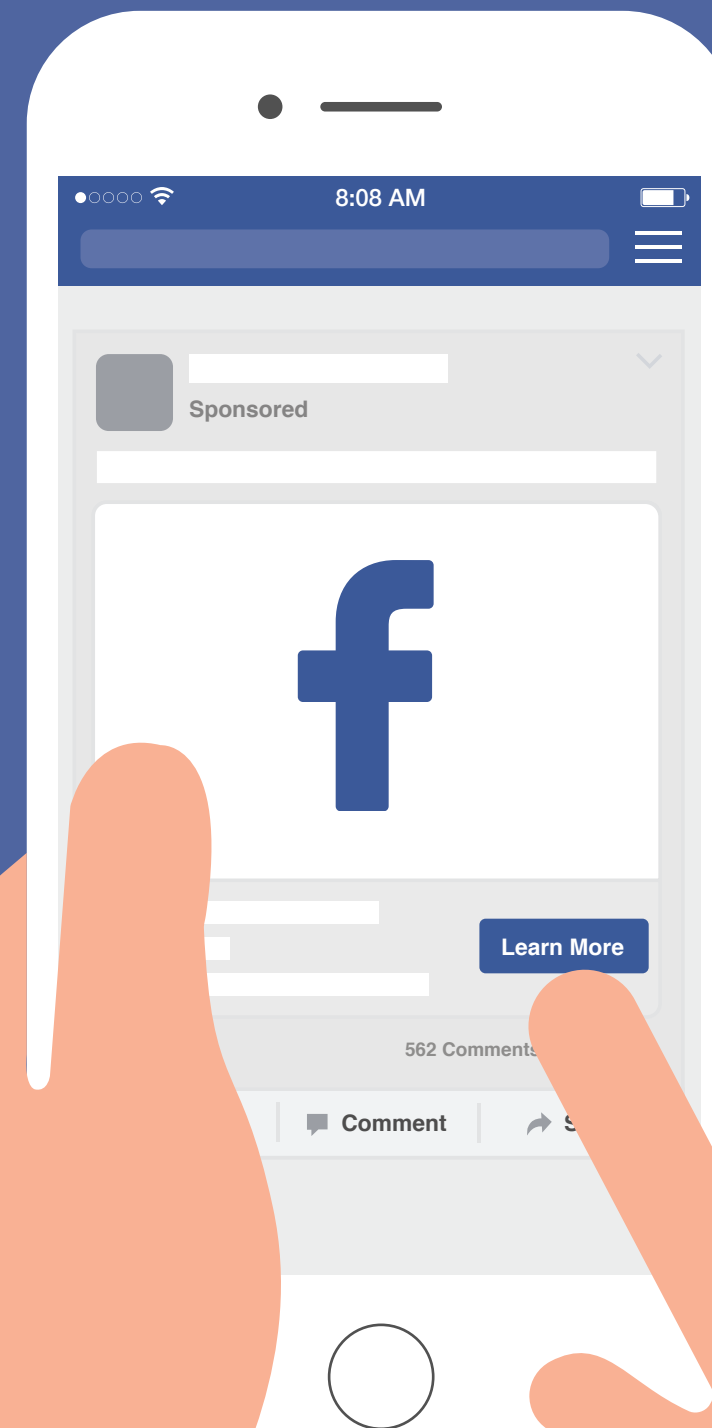
But don't just stop there! I also strongly recommend targeting Facebook users who follow your competitors—because, after all, they're more than likely going to be interested in your app too! And speaking of competitors—consider doing some thorough research into how these companies have marketed their own apps or products, and look at what has or hasn't worked.

2. MAKE SURE IT STANDS OUT!

This one really goes without saying, but I'll repeat it again. No matter what type of ad you're using, it's essential that your images are high quality and eye-catching!

3. ADD A CALL-TO-ACTION.

Think about what it is you want to achieve through your ad; for example, do you want someone to sign up to your app, or subscribe to a website blog? Be clear and precise, and always include a Call-To-Action that is exciting and relevant. After all, how excited is someone likely to feel with a cliché phrase such as 'click here to download'? Alternatively, as an example, if you own a recipe website you might put a Call-To-Action on your app install ad that reads a little something like, 'click here to inspire your taste buds!', or, 'begin your new lifestyle today!'



FACEBOOK LEAD ADS

Introduced in 2015, Facebook Lead Ads are one of the strongest, and possibly most dynamic, options for advertising through Facebook. Some of the benefits include being able to track your leads across multiple devices, improve the quality of your leads (through Facebook's Context Cards and people-based targeting), improve your conversions through retargeting, and viewing all your leads in real-time! This last feature is particularly useful, as it means that instead of waiting around for access to your leads via an email, you can view them as soon as someone submits their Lead Ad form!

If you're a small or medium business owner, it's likely that this is a solution you'll welcome openly. However, when it comes to responding, make sure you follow up on these leads as soon as possible—as longer follow-up times can adversely impact on the likelihood of a conversion. With our own clients, we recommend ensuring quick follow ups by doing the following:

1. DOWNLOADING LEADS REGULARLY.

This can be done one of two ways—either by integrating leads with our Marketing API, or by downloading leads several times per day via a CSV file from your Page, Ads Manager, or Power Editor.

2. SCHEDULING YOUR LEAD ADS.

One of the convenient perks of Lead Ad Campaigns, is that you can schedule them to run at times where you're best positioned to respond—for example, during office or call-centre hours. By doing so, you can ensure that you're available to speak with customers as soon as they've completed a lead form.

3. RESEARCHING THE BEST TIMES TO REACH YOUR CUSTOMERS.

This is a simple but effective strategy, and can be achieved simply by including custom questions in your Lead Ads. Having access to this information is not only beneficial for your conversion rates, but also to the experience of your customers!

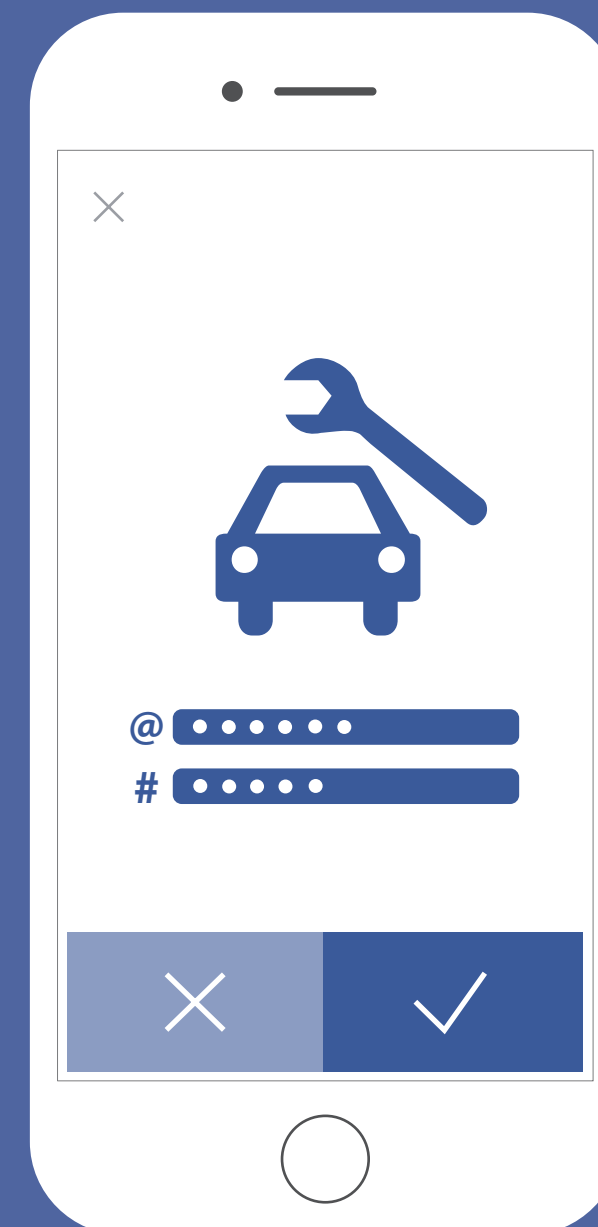
So, which will you go for? Collection Ads, App installs, Facebook Lead Ads, or all three? One thing is certain: no matter which of these advertising options you go with, there are countless benefits to be reaped from marketing your business through Facebook.

SO HOW EXACTLY DO LEAD ADS WORK?



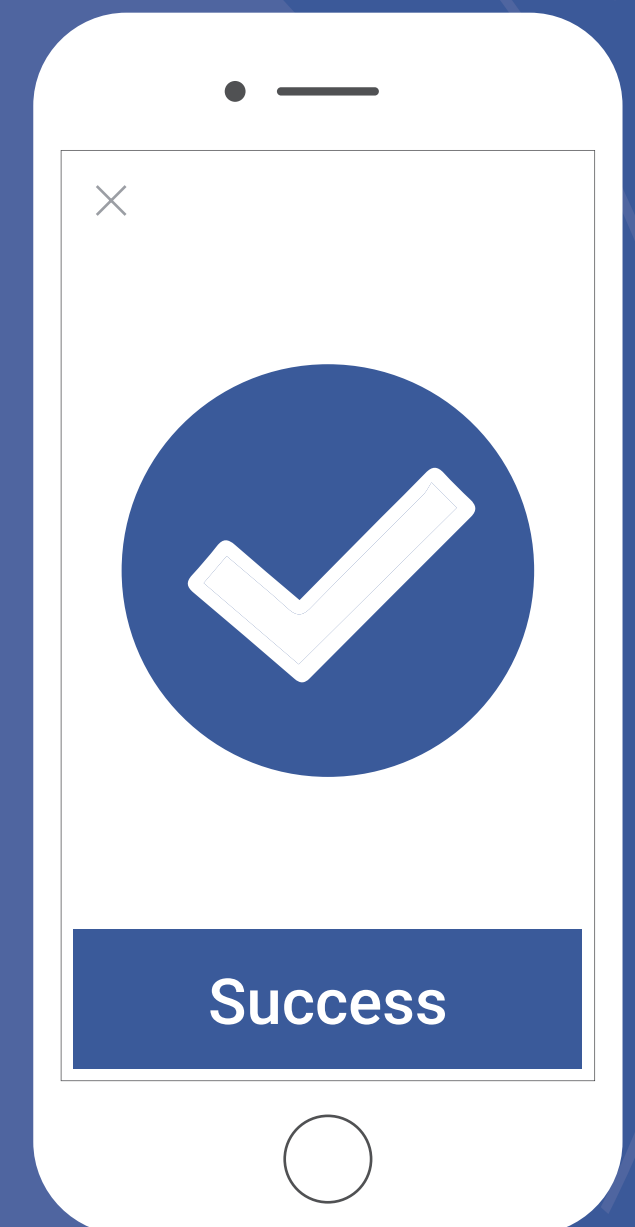
1. ATTRACTION

When you create a Facebook Lead Ad, it's shown to those users who are most likely interested in your product or service—which of course, greatly increases the chances of them clicking on your ad. However, the most important part to securing the lead, is ensuring your Call-To-Action is a stand out (just like we discussed earlier in regard to app installs).



2. CAPTURING LEADS

Once a user has clicked on your ad they'll see a form pop up, pre-filled with contact data that they have shared with Facebook. At this point, the user will also have the option to update their contact details for more accuracy.



3. THE REWARD

This is the point where the user receives the reward that was promised through your Call-To-Action. For example, after submitting their contact details they might receive a free eBook, or a type of discount or promotion.

Help your business rank on Google Search with a tailored SEO campaign.

As with any science-based methodology, we too have a SponsoredLinX Search Engine Optimisation service which follows a procedure to secure a profitable outcome for our clients.

Speak with the capable team here at SponsoredLinX today on 1300 859 600 to see how our tried and true SEO Management Services can help your business successfully rank in Google's organic search results.

SponsoredLinX™
ADVANCED DIGITAL MARKETING

www.sponsoredlinx.com.au

SEO REWIRED

Why SEO is not an expense, but an asset!



By Margot Wallace

I can understand why most people are hesitant to invest in an SEO campaign. Investing thousands of dollars for a service that takes months, even years of work can be daunting. Moreover, the work that SEO professionals do is pretty much intangible, behind the scenes and often difficult to explain.

WHAT DOES THIS GET YOU?

Often the results do show for themselves—getting to the first page of Google for your relevant keywords can be extremely rewarding. But if everyone is competing for these particular keywords, how long do you think it will take to get to the top? It's definitely longer than three months, and can be longer than six. It depends on the industry, your website and your competitors. But say you get to the top—how are you going to stay there? That's why SEO is a long term strategy—it's about getting you to that coveted first page, and then keeping you there.

WHY DOES IT TAKE SO LONG?

The main reason why SEO takes time is that Google needs to trust your website. The best way to think about it is: Google needs to invest in your website as the right website to show to potential clients. If your website is not the best it possibly can be, then they are unlikely to show your website as one of the top results on the first page.

Google works by making sure you get the right results straight away. They do this by constantly changing its algorithm. To give you the best results and experience, Google must constantly alter and tweak the search engine. This can happen hundreds of times in a month. If they didn't, the results you are presented with may not be relevant, which is not good for your user experience.

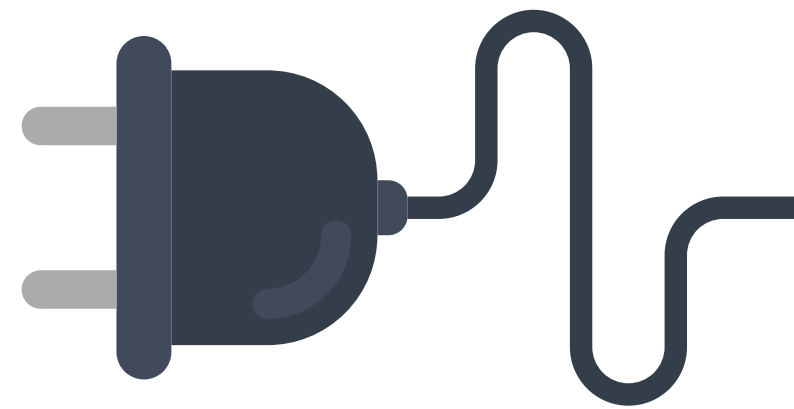
Luckily for us, Google's major algorithm changes happen a couple of times a year. For SEO, this means that a strategy implemented or created last year may not be relevant this year.

HOW DOES IT WORK?

SEO can take months of work before we even see your keyword rankings move. The first six months is about laying the groundwork for your campaign. Creating content, fixing metadata, creating backlinks, this all takes time. In addition, analysing each strategy is much more difficult than it is in Google Adwords. We don't have access to the data that an Adwords Campaign does. This is why we can only implement one strategy at a time. Say we have a huge increase in rankings, well that's great. But what if we go backwards? How will we know what caused it if we do too many strategies at once?

And while we fight the urge to do more than one strategy at a time to 'speed up' the process, we also have to be very wary of how natural the work is. If we did too much work at once, we run the risk of looking like we are spamming the website. This can lead to serious penalties that can take quite some time to recover from.

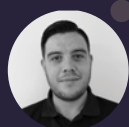
SEO is a slow but sure process. It will take time and it doesn't happen overnight. So here's a hot tip—invest in your SEO guys, it's definitely worth it.



SOCIAL MEDIA PLATFORMS

— WHICH ONE SUITS YOUR VIDEO CONTENT?

Ensure that you're doing the right things to boost your business.



By Kyle Connolly



In 2017 it feels like social video is everywhere. New features like Messenger Day—as well as Instagram and Facebook Stories—have joined Facebook Live and Snapchat Stories as the go-to communication tool for brands and businesses. With the marketplace becoming more and more saturated, it's time to re-evaluate which platforms best suit your brand.

SNAPCHAT

Snapchat works best for brands who are wanting to target younger users, or those in a specific location. Conversely, if your company is big on data and wants to know the exact effect of their marketing budget then Snapchat is probably not as beneficial.

Snapchat does however give brands the opportunity to deliver a very personal and unedited look behind the scenes and a sense of intimacy with their viewers.

Instagram may not be the best choice for your marketing. However, if your aim is to get your video content in front of more people, and have it more likely to appear on a user's feed, then give it a go!

One of the biggest advancements/benefits to Instagram's marketing came when they increased their video limit from 15 to 60 seconds, as it finally gave users a chance to create more engaging videos.

Likewise, when Instagram created their own version of Stories to compete with Snapchat, the platform created a new aspect to storytelling that was more spontaneous; complementing the more edited and controlled stand-alone videos on a business's feed.

YOUTUBE

Youtube is the reigning champ of social video data—which is why businesses who want to build a community around their content and gain a deeper understanding of their audiences, love the platform. However, those who want to be first with the latest behavioural trends do not.

Youtube didn't begin life strictly as a social platform, but rather, its roots were in it being predominantly a video sharing platform and search engine, with the focus being solely on video. Youtube's experience has barely changed in its existence, adding to its appeal. Users logon to Youtube to seek content rather than be confronted with it, while creators use it to build communities, entertain or teach.

FACEBOOK

Unlike Youtube, it's not easy to search for a video on Facebook. Rather, the platform uses a serve and share approach—predicting what users will enjoy based on their history, and relying on those users to share it. One user sharing it to another who in turn does the same, creates a powerful ripple effect you don't get on other platforms, but on the other hand it's not the ideal way to create a lasting community around your content.

Businesses that want to generate reach by targeting large demographics should definitely use Facebook—as well as those who want to use the auto-play function to their advantage. Also, if you're experimenting with live video then do it on Facebook. If you're looking to build a community through engaging content, then focus on Youtube or Instagram (as auto-play videos may create high viewership but don't always create active engagement). It's very easy to simply scroll past.

INSTAGRAM

Not just for duck-face selfies anymore, Instagram has established itself as a powerful marketing tool. If your content is long form, or deep insights are important to you, then

The days of content creation for the sake of content creation are over. Each platform has a purpose, and so too must your content.

MEET LinX

LinX gives you access to your AdWords and Facebook Lead Ads, no matter where you are! With its user-friendly format, managing your campaigns has never been easier!

Even better, there's no need to log on to your computer at all! Whether you're looking to view your insights, invoices and reports in one place, increase leads and sales with an exclusive Facebook Lead Ads integration, or receive push notifications whenever a new lead is received, LinX can do it all!

BENEFITS & FEATURES

- ✓ **ON DEMAND REPORTING**
View all your files and data in one spot, with no need for multiple downloads!
- ✓ **INSTANT LEADS WITH NOTIFICATIONS**
View new leads as soon as they come through!
- ✓ **INNOVATIVE FACEBOOK SOLUTIONS**
Revolutionary solutions to all current Facebook Lead challenges (as leads come directly to the app, there's no need to log in to Facebook).
- ✓ **PERSONALISED ASSISTANCE**
Receive customised and caring support from your Account Management via the app!
- ✓ **QUICK RESPONSES**
Get in touch with your Account Manager or request a callback in just one click!
- ✓ **USER FRIENDLY**
View all your normal AdWords data—such as daily, weekly and monthly insights, impressions and clicks—in an easy to read format.



Boost your AdWords campaign with converto pages 2.0

The **Converto**pages platform allows you to convert more enquiries for your business, using result-proven optimised conversion websites.

This service offers your business the tools you need to stay on top of your marketing budget and ahead of your competition.

Now, in just three business days our expert web development team can custom create your **Converto**pages site, giving you instant access to all of the tools you need to be successful online.

- ✓ Simple Point and Click Interface
- ✓ Easy to Understand Analytics
- ✓ Mobile Responsive Site
- ✓ Fast Load Times
- ✓ **FREE** Feature Updates
- ✓ Lead Manager

www.convertopages.sponsoredlinx.com.au





Your free digital marketing
resources hub

Sponsored **linX**[™] | **ACADEMY**

www.sponsoredlinxacademy.com.au