Digital Marketing Basics

• It all starts with having a website
  – Info about you, contact info, lead form

• TWO MAIN Platforms Dominate (68% share):
  – Google
  – Facebook

• Others: Twitter, LinkedIn, WhatsApp, Instagram, etc.
  – Less obviously a fit to Radon Biz
Digital Marketing Basics

Google

• Main approach is ADWORDS/PPC: Pay per Click
  – Ads based on search terms, click thru to website “landing page” — Geo targeted

• Display network
  – PPC ads triggered by website visits, click thru to website

• Remarketing
  – Ads follow you around

• Reviews
  – Show up on search of your company; requires GMAIL account

• You Tube
  – Videos that link to your website and visa versa
Digital Marketing Basics
Facebook

• Facebook account for business
  – Like personal account: make friends, post info

• Facebook Ads
  – Inserted into Newsfeed-Pay per Click
  – Ads “click through” to webpage, You Tube, etc.
  – Ability to target audience: Geography, demographics, associations
    • Example: Mothers ages 25-40 with young children within 10 miles of Pittsburgh
    • Example: ReMax of Reading realtors in Berks county, PA
Digital Marketing Basics
Conclusions

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