

Website marketing strategy

There's no point having a great website that no-one can find. Online marketing is about having great *content* on your site, letting people know about it through the latest *marketing channels* and *analysing* the information to ensure you are getting the best possible Return on Investment.

Content development

A vital part of the marketing plan will be a plan for development of the content of the website. The content must be

- Interesting to potential customers
- Relevant to your business
- Unique to you

And by content, we mean words, images, press releases, articles, newsletters, video, online tools and even games. Anything to keep your site both live and relevant.

Building your marketing channels

This aspect of the marketing plan is about how you distribute your message. Our focus is on the online channels and for simplicity we see three major online channels:

- Search engines: achieving results through search engine optimisation, pay-per-click advertising, local business results and other options such as news, video and images.
- Social media: including Facebook, Twitter, You Tube and Flickr; plus forums and blogs and book-marking sites where people share reviews, we will look into creating an appropriate social media strategy.
- The wider internet: partnering with businesses such as news and media sites, online directories, shopping channels, affiliate websites and sites directly related to your industry. You can even create your own network of sites to keep customers interested. The question is which sites do you engage with and how do go about engaging them?

Analysis of results

We will work with you to set clearly defined targets for your marketing campaigns, using analytics tools to set benchmarks against which any Key Performance Indicators can be measured.

Follow up work

After the plan has been written or if one exists, we would be delighted to work with you to carry out any implementation required, be it content development, link building, social networking or partnership building.

Website development work

We specialise in building simple, but effective websites for small and medium sized businesses. The sites are built with one thing in mind: generating sales and enquiries for your products and services.

White Box Marketing can take care of all aspects of you website, including:

- Design: giving options for the look and feel for your website, to ensure that visitors to the site find it easy to navigate. We can help select appropriate imagery for your website.
- Development: built with search engine optimisations in mind, our websites can be simple “brochure style” or fully functioning e-commerce websites. Many customers require a “blog” or the integration of a content management system.
- Copywriting: our team of writers can bring your business to life by writing the content for you.
- Hosting: we can register your domain name and set up the site on our secure, UK-based servers. You can have complete access to your files at any time. Should you wish for us to host your emails, we will provide you with POP3 and SMTP details for integration with Outlook or a webmail service to login at any time.
- Management: once your website has been launched and tested we will be delighted to provide you with an ongoing maintenance and service contract. This can include full virtual-webmaster service where we upload any new words and images, and create new pages, or simply to be on hand for technical support.

Further information

To enquire about how White Box Marketing can ensure you have an effective online presence, please get in touch:

Website: www.whiteboxseo.co.uk

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