

THE ULTIMATE
WEB
MARKETING
GUIDE



Technical accuracy guaranteed
by Econsultancy's Rebecca Lieb

Search Engine Optimization • Pay-per-Click Advertising
Mobile Marketing • Social Media Marketing • Web Analytics
Email Marketing • Blog Marketing • Multimedia Marketing

THE ULTIMATE
WEB
MARKETING
GUIDE



Michael Miller

que[®]

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The Ultimate Web Marketing Guide

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About the Author

Michael Miller has written more than 100 nonfiction how-to books over the past 20 years, including Que's *YouTube for Business*, *Using Google AdWords and AdSense*, and *The Absolute Beginner's Guide to Computer Basics*. His other best-selling online marketing books include *The Complete Idiot's Guide to Search Engine Optimization* (Alpha Books), *Sams Teach Yourself Google Analytics in 10 Minutes* (Sams), and *Online Marketing Heroes* (Wiley).

Mr. Miller has established a reputation for clearly explaining technical topics to nontechnical readers, and for offering useful real-world advice about complicated topics. More information can be found at the author's website, located at www.molehillgroup.com.

Dedication

To Sherry—the ultimate.

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Thanks to all the usual suspects at Que who helped to turn my manuscript into a printed book, including but not limited to Rick Kughen, Greg Wiegand, Betsy Harris, Chrissy White, and technical editor Rebecca Lieb.

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Introduction

Marketing isn't as simple as it used to be. A decade or so ago all you had to do was put together an advertising plan, do a few direct mail pieces, and have your publicist put out a regular series of press releases. Piece of cake, that.

Today, it's a lot more complex. In addition to those traditional marketing activities, you have to do whatever it takes to market your company or your products online. In fact, for many businesses web marketing drives more business than does traditional marketing; it's certainly a different (and in some ways, more effective) way of communicating with current and potential customers.

For a traditional marketer, the whole online thing can be a little daunting. I mean, there's just so many things to deal with—search engines, email, blogs, social networks, you name it. And that's before you get into the whole mobile marketing thing, which adds another layer of complexity.

It's not just the number of activities, either. Web marketing is...well, it's *different* from traditional marketing. Marketing in print and over the air is pretty much a mass market, broadcast way of talking to your customers. Online, there's a lot of narrowcasting, focused communication to distinct customer groups. In some instances, it's not even a one-way communication; when you're talking Facebook and MySpace and the like, your customers get to talk back to you. That may be nice in theory, but it's way different from what you're used to out there in the physical world.

What do you need to know to market online? How do you develop an effective web marketing strategy? Which activities do you need to focus on, and how do you do what you need to do? And what about Twitter and Facebook and the iPhone and all the new media that keep popping up?

Whether you're new to this web marketing thing or just trying to keep your head above water, you need a little help. In fact, you might need a lot of help. Don't be ashamed of that.

Not to worry—help is at hand, in the form of the book you hold in your hands. *The Ultimate Web Marketing Guide* is your ultimate guide to anything and everything there is to know about web marketing. Whether you don't know a keyword from a tweet or if you're not sure how to optimize your mobile site for local search, this book will help. I promise. There's a lot to learn, but if you approach it logically, it'll make sense.

What's in This Book

So what can you expect to find in this book? Well, the title rather immodestly describes what's inside.

This is *The Ultimate Web Marketing Guide*, after all, which means I cover everything you need to know about web marketing. It doesn't matter how inexperienced you are, I'll get you up to speed—and help you move on through the newest and most advanced activities.

I start with research and planning and budgets (that includes writing a marketing plan, no surprise) and work through all the possible components of a web marketing strategy. That includes website development, search engine marketing, online advertising, email marketing, blog marketing, social media marketing, online PR, multimedia marketing (podcasts and videos), and the newest big thing, mobile marketing.

For each activity, I present a basic overview of what's involved, get down into key operational details, show you how to implement that activity in your own plan, and describe how to track your performance. It's kind of Web Marketing 101—you learn a little bit about a lot of stuff, with an emphasis on mastering the basics.

And here's the deal: Everything I talk about, I do so in plain English. No convoluted techno-speak here—nor, for that matter, are there many (if any) over-used marketing clichés. I try to present things in a conversational manner, that an average person can understand. No insider knowledge necessary.

Who This Book Is For

It would be easy to say that this book is written for anybody doing marketing on the Web, but that isn't necessarily the case—although I think all web marketers can find something of value here.

First, I assume that you have a little bit of marketing knowledge. In other words, I'm writing for marketers, even if you're just starting out in marketing in general or web marketing in particular. So if you don't know what demographics are, or any of the rest of that Marketing 101 stuff, you might be a little lost in places.

Second, if you're working for a Fortune 100 company in a marketing department so large that every keyword you choose has its own staff member assigned, you might find some of what's covered in this book a bit basic. I don't cover a lot of advanced or esoteric topics but pretty much stick to the basics because I believe the basics matter.

With those caveats in place, I don't assume that you have a lot of experience in web marketing. That's what this book is about, after all, showing you the web marketing ropes. So if you've never optimized a web page or written a blog post, don't worry; I'll walk you through everything you need to know.

How This Book Is Organized

The Ultimate Web Marketing Guide is meant to be both a tutorial and reference, which means you can read it from front to back if you like (and that's certainly the way I wrote it), or put it on your shelf and reference individual chapters as necessary. Read it as a whole or out of order, whatever works best for you.

This is a long book, as befits the general topic of web marketing. To make it a little easier to navigate, the book is organized into twelve main parts, each focused on a particular marketing topic:

- **Part I, “Web Marketing 101,”** provides an introduction to web marketing and discusses the marketing fundamentals you need to participate.
- **Part II, “Planning Your Online Activities,”** is all about what you do before you start marketing—research, planning, budgeting, and the like. Read these chapters before you start working on the individual components of your strategy.
- **Part III, “Website Presence,”** addresses the first and most important component of your web marketing, your website. Learn how to design an effective website, integrate ecommerce functionality, and track performance with web analytics.

- **Part IV, “Search Engine Marketing,”** builds on the previous chapters to discuss how to optimize your website to rank higher in the search results for Google and other search engines. You learn all about basic search engine optimization (SEO), advanced optimization techniques, and how to track your search performance.
- **Part V, “Online Advertising,”** covers all different types of web advertising, from pay-per-click (PPC) to display advertising, as well as how to track your online advertising performance.
- **Part VI, “Email Marketing,”** delves into the details of using email as part of your web marketing strategy. You learn how to build email mailing lists, develop an email marketing campaign, and track the performance of your email marketing activities.
- **Part VII, “Blog Marketing,”** helps you get involved in the blogosphere. You learn why and how to create your own company or product blog, as well as how to influence other bloggers to mention your products.
- **Part VIII, “Social Media Marketing,”** shows you how to utilize social networks like Facebook and Twitter in your web marketing plan. You learn how to participate in social media, market on the various social media sites, and track your social media marketing performance.
- **Part IX, “Online PR,”** helps you move your public relations efforts online. You learn how to develop new sources and techniques, create an online press room, and track your online PR performance. (Yes, you can actually track direct results online!)
- **Part X, “Multimedia Marketing,”** is all about using podcasts and videos—especially YouTube videos—in your web marketing mix.
- **Part XI, “Mobile Marketing,”** explains why you need to adapt your web marketing plans to embrace iPhones and other mobile devices. You learn how to design a mobile-friendly website, advertise on mobile devices, market via mobile applications, and track your mobile performance.
- **Part XII, “Online Marketing Management,”** wraps things up by showing you how to manage your web marketing activities and prepare for upcoming changes in technology and communications.

By the end of the book you should have a basic understanding of all the different activities involved in web marketing and should be able to develop and implement your own web marketing strategy.

Conventions Used in This Book

I hope that this book is easy enough to figure out on its own without requiring its own instruction manual. As you read through the pages, however, it helps to know precisely how I've presented specific types of information.

As you read through this book you'll note several special elements, presented in what we in the publishing business call "margin notes." These notes present additional information and advice beyond what you find in the regular text.

note This is a note that presents some interesting information, even if it isn't wholly relevant to the discussion in the main text.

Beyond the main text, I end each chapter with a kind of sidebar observation. These sections aren't necessarily factual, as the rest of the text is supposed to be; they're more opinion, looking at web marketing from my personal viewpoint. Take 'em or leave 'em—that's up to you.

Prepare to Market—Online

Now that you know how to use this book, it's time to get to the heart of the matter. But when you're ready to take a break from marketing online, browse over to my personal website, located at www.molehillgroup.com. Here you'll find more information on this book and other books I've written—including any necessary corrections and clarifications, in the inevitable event that an error or two creeps into this text.

In addition, know that I love to hear from readers of my books. If you want to contact me, feel free to email me at webmarketingguide@molehillgroup.com. I can't promise that I'll answer every message, but I do promise that I'll read each one!

With these preliminaries out of the way, it's time to start learning more about web marketing. Turn the page and let's get to it.

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Understanding the Components of Web Marketing

Web marketing isn't just one thing; it's a collection of many different activities. It's a bit of cliché, but I like to think of web marketing as like a golf bag filled with different clubs. You need to learn how to use each of the clubs and then decide which clubs to use on the various holes you play. The clubs in your web marketing bag range from search engine optimization to social networking to blog marketing to...well, pretty much everything covered in this book.

To that end, this chapter provides a general overview of all the different components of web marketing. This is a good place to start if you're not yet sure what's involved—or if you want to brush up on all those clubs in your bag.

Web Marketing Is Your Online Presence

While not every marketer will utilize all the clubs in the web marketing bag, there's one component common to virtually every business. I'm talking about your online presence, as exemplified by your primary website.

Now, it's true that not every entity has or needs a website; you can get by, I suppose, with just a blog or a Facebook page these days. But chances are you have or want a website, which serves as the hub of all your online activities, marketing and otherwise. Everything else you do—your blog, your Facebook/MySpace pages, your Twitter feed, your YouTube videos—builds on what you do on your website. They are all subsidiary components to your website presence.

As such, your website is the most important thing you do online. This is certainly true for marketers in that your website dictates the style and approach of all your other marketing activities. Everything else builds from your website and leads back to it.

Your website is the online face of your company, organization, brand, or product. It must reflect what you are, what you do, and how you do it; it is how current and potential customers view you and, in many cases, interface with you. A bad website will turn customers off to your brand or company, while an outstanding website will create new and more loyal customers. It's something you can't take for granted.

Building an effective website, then, is key. Both the content and design of your site should work toward establishing or supporting your brand and products. In addition, both content and design should fit in holistically with all your other marketing activities. Your customers should find a similar experience when they visit your site as they do when they view an advertisement or read a direct mail piece. Everything should work in concert, while also exploiting the specific nature of each medium.

If you plan to sell merchandise on your website, the entire process of ecommerce needs to be factored into the equation. Not only do you have to support your brand and products on your site, you also have to facilitate the sale of those products via ordering pages, a shopping cart, and checkout system. It's an added wrinkle—but a potentially profitable one if you're in the business of selling things online.

note Learn more about web marketing via your website in Part III of this book, "Website Presence."

note Learn more about ecommerce marketing in Chapter 8, "Creating an Ecommerce Website."

Web Marketing Is Search Engine Marketing

Your website also serves as a vehicle for attracting new customers via search. That is, your site needs to rank high in the search results when customers search for topics related to your business. For most sites, the majority of new visitors come directly from Google and other search engines, so the ability to rank highly in these search results is a critical component of your web marketing efforts.

To gain a higher position on search results pages, you have to optimize your site for Google and other search engines. This is called *search engine optimization* (SEO) and is a major factor in website design and content creation. That is, you have to design your site and create its content in ways that the search engines find attractive. The better optimized your site, the higher it will appear in those search results.

Why is it so important that Google's users see your site in the search results when they search for a related topic? It's simple: The higher your site is in the search results, the more it will be clicked. That's because most searchers only look at the first few sites on a search results page. In fact, to get any clicks at all, your site needs to be on the first page of those search results, and it's even better to be near the top of that first page.

The nice thing about search engine marketing is that it's relatively free; you don't have to (and in fact can't) pay for placement on most search engines' search results pages. Your placement on a search results page is entirely organic; the results you get are a direct result of how relevant your site's content is to the query being placed. The better your site matches the query, the higher it ranks in the search results—and the more visitors are sent to your site.

It's that simple—and that difficult. Because you can't buy your way to the top of the search results, you have to obtain your ranking via hard work, smarts, and skill. That's good news for smaller competitors because all the money of a big competitor is useless against a site that does better SEO. Of course, a big company can spend big bucks on SEO services, but a smaller company can get similar results by doing effective SEO in-house. This is one instance where a bigger budget doesn't guarantee better results.

Because most companies get so many visitors from the major search engines and because it's a relatively low-cost activity, search engine marketing is a major component of most web marketing plans. It's also an ongoing component; you have to constantly tinker with your site to maintain a high search ranking. That makes search engine marketing a bit time-consuming but well worth the effort.

note Search engine marketing is effective because it's relatively simple to translate a search query into the ultimate intentions and desires of the customer. Customers essentially state in their queries what they're interested in; nothing is hidden, and nothing has to be guessed.

note Learn more about search engine marketing in Part IV of this book, "Search Engine Marketing."

Web Marketing Is Online Advertising

There's another way to get your name in front of web searchers, of course, and that's by purchasing ad space on those very same search results pages. For this reason, most marketers consider search engine advertising to be part of search engine marketing. It's certainly an important component of most web marketing plans.

To advertise with Google, Yahoo!, Bing, and other major search engines, you typically create a *pay-per-click* (PPC) advertisement. A PPC ad is so-named because you pay only when the ad is clicked by a customer; you don't pay for the placement itself. It's true results-oriented advertising, unlike most traditional advertising in the offline world.

PPC advertising is also different in that you have to bid on those keywords that people are searching for. If you're a high bidder, your ad gets prominently displayed on the search results page for that particular keyword; if you're outbid, your ad gets displayed lower in the search results or not at all.

This sort of keyword bidding makes PPC advertising challenging for those used to traditional cost-per-thousand (CPM) advertising. Not only do you have to write compelling ad copy (but not a lot of it—PPC text ads are typically very short), you also have to figure out the right keywords and how much to bid on each one. It's tricky, but it's the way the advertising game is played on the Web.

Or rather, that's the way some of the advertising game is played on the Web.

More traditional display advertising also exists, typically in the form of graphical banner ads found on the top or the sides of pages on some websites. These ads are typically paid for on a CPM impressions basis, although some banner ads are also sold as part of a PPC program. In any instance, there's a lot of ad inventory available on the Web, so you'll definitely want to consider some form of online advertising as part of your web marketing plan.

note Learn more about PPC and other forms of online advertising in Part V of this book, "Online Advertising."

Web Marketing Is Email Marketing

I've always viewed advertising, even PPC advertising, as a kind of passive marketing. You put your ads in front of customers, most of whom choose to ignore them. It's not intrusive, and as such has a relatively low rate of

effectiveness. (On the Web, click-through rates are typically in the low single digits.)

Email marketing, on the other hand, is both more intrusive and typically more effective. This is true “push” advertising; you push your message via email directly to consumers’ inboxes. It’s a lot harder to ignore a targeted email message than it is a web page ad.

Because of this, email marketing appeals to many types of companies, especially those with aggressive direct sales operations. Compared to other parts of the marketing mix, email marketing has several advantages, including

- **It’s low-cost**—It costs next to nothing to send 100,000 emails, compared to the tens of thousands of dollars it would take to send an equivalent number of traditional pieces of mail.
- **It’s fast**—You can get an email into the hands of a customer within seconds, compared to the days or weeks it might take to place an offer with traditional media.
- **It’s easily trackable**—All you have to do is create a distinct landing page for the URL in the email and then track traffic coming to that page.
- **It’s proactive**—Compared to search engine marketing, which waits for a user to find you, you’re pushing your message to your customer base.
- **It’s targeted**—You can send email promotions to specified customers in your company’s database.

So how do you use email marketing? It depends on the company. Some companies send out regular emails announcing weekly promotions; others send out emails only when new products or other important news is at hand. For example, I personally look forward to the weekly emails from Ticketmaster, which announce upcoming shows in my area; it’s how I keep informed of artists I like who are coming to town. Other people I know like to receive the regular promotional emails from their favored airlines or hotel chains, announcing current deals they might like to take part in. If you send out emails with

note Don’t confuse true email marketing with its bastard cousin, spam or junk email. Email marketing is *opt-in* marketing; that is, recipients have to actively agree to receive your email marketing messages. Spam, on the other hand, requires no prior approval and is in virtually all instances an unwanted intrusion. People ignore spam; many people actually look forward to opt-in email messages from their favorite companies.

information that directly benefits your customer base, you have a winning proposition—and an important component of your web marketing plan.

note Learn more about email marketing in Part VI of this book, “Email Marketing.”

Web Marketing Is Blog Marketing

A website is just one kind of online presence. Many companies also host their own blogs, which they use to announce new products, promotions, and the like. You can also use a blog to establish a more direct connection with your most loyal customers. In this instance, you use blog posts to take readers behind the scenes to see how your company works and to get to know your company’s employees. It’s a great way to put a human face on an otherwise faceless entity.

You can include a blog as part of your normal website or as a freestanding presence. The key is to update your blog regularly and frequently; customers have to have a reason to keep coming back, which they won’t do if they keep seeing the same old posts over and over. That means spending the requisite amount of time to maintain and post to your blog—more work, I know, but necessary.

Blogs—other blogs, that is—also represent a new promotional channel for your company. There are lots of blogs out there that act as de facto authorities on a given topic or for a given region, and readers look to these blogs when making related purchasing decisions. If you can gain the endorsement of these influential bloggers, new customers will follow.

This argues in favor of adding key bloggers to your online public relations mix. You should actively court the support of influential bloggers. In some instances, you can buy your way into their good graces by providing them with free products to review. Whether they actually review your goods or just mention them kindly in their blogs, it’s welcome exposure.

note Learn more about the various types of blog marketing in Part VII of this book, “Blog Marketing.”

Web Marketing Is Social Media Marketing

In a way, blog marketing is a form of social media marketing. That is, some bloggers develop their own lively blog communities that resemble the topic-oriented communities that are part and parcel of many social networks.

Social networking, of course, is the latest and greatest thing online. (Or at least it is now; something later and greater will come along soon, I'm sure.) A social network is a website or service that lets users of various types connect with each other to share what they're doing. People create groups of "friends" or "followers" that they connect with; this connection is typically in the form of short messages or status updates.

Today, Facebook is the preeminent social networking site; it's de rigueur for a company or organization to create its own page on Facebook and sign up loyal customers as fans. You can then update your customers on new products, promotions, and other activities by posting status updates to your Facebook page.

Twitter is also a big deal, although it's more of a micro-blogging service than a social network. That is, you really don't have a company page, as you do on Facebook; all you do is post short (140-character) updates, or "tweets," that are then received by those customers who choose to follow you. You use these tweets to keep your customers updated on what you're doing and what you have to offer.

The other big social networking site is MySpace, although it's not as important as it used to be—unless you're an entertainer. For musicians, comics, actors, and the like, MySpace is the place to be. (Musicians can even sell their music directly from their MySpace pages, which makes it a blend of social networking and online music store.) Depending on the type of business you're in, MySpace may or may not make sense for your web marketing mix.

Then there are the big multi-player videogames that create their own virtual worlds online. Second Life, in particular, has its own virtual economy; you can set up shop in the Second Life world to advertise or even sell your products. It sounds odd, but this sort of immersive reality is more than just a graphical version of the old-fashioned chat room; it's a valid and viable marketing vehicle for many businesses.

The key with any type of social marketing, however, whether on Facebook, Twitter, or Second Life, is participation. These sites are really nothing more than large online communities, and you need to be an active participant if you're going to make it work for you. You just can't put up a static page

note There are also social media that let users share the things they like online, via bookmarks or references. These social bookmarking services, such as Digg and Delicious, are a great way to encourage your customers to spread the word across the Web; one satisfied user can beget dozens or hundreds of bookmarks to your site or blog.

and expect that to do the job; you have to constantly post updates and other information of interest to community members. You also need to interact with members of the community by visiting and posting to their pages and discussions. People will follow you on these social networks, but only if you also follow them. It's a give and take sort of thing, just like life in a real-world community.

note Learn more about marketing via Facebook and other social networking sites in Part VIII of this book, "Social Media Marketing."

Web Marketing Is Online Public Relations

Some marketers regard social marketing as a form of public relations. Certainly, enlisting the support of sympathetic bloggers is a public relations activity. In fact, a lot of what you do online falls under the category of online PR. There are a lot of influencers online—websites, blogs, you name it.

In fact, many of the old media people you deal with now prefer to be contacted online. Instead of sending out physical press releases via postal mail, you send out virtual press releases (and accompanying media) via email. It's a lot faster—and lower cost.

Many companies also find that supporting media of all types is made easier by putting key marketing materials in a press room on their websites. It's actually easier to put all your product images, press releases, management bios, or whatever on your website, where all media can access them, than it is to supply these materials via traditional methods. A well-stocked and easy to use online press room will actually get you more placements than you would have had otherwise.

For these reasons, you really need to think of online PR as a new activity in your marketing bag. And unlike traditional PR, it's something you can measure; while you might never know what a mention in a traditional print magazine got you, it's easy enough to track those visitors to your website that resulted from an online press release or mention in a particular blog. Old-time PR people might not like this new accountability, but it puts the PR part of your program in the same league as your other measurable marketing activities.

note Learn more about web-based public relations in Part IX of this book, "Online PR."

Web Marketing Is Multimedia Marketing

The Internet isn't all text, of course. Much web-based communication is done with sight and sound via digital videos and audios.

Audio marketing takes the form of *podcasts*, which are short audio broadcasts that can be streamed or downloaded from your website or from a third-party provider, such as Apple's iTunes Store. Think of a podcast as your own little radio show, which you can use to promote your company or products.

Video marketing takes the form of digital videos. You're familiar with YouTube, of course, which is the Internet's largest video sharing community. While YouTube is a haven for user-generated videos of all shapes and sizes, it's also a place where savvy businesses market themselves via videos that somehow promote their products and brands. Many companies produce self-help videos or infomercial-like videos that offer true value to viewers, who are then encouraged to click over to their main websites for more information. It's not a place for blatant commercials, but rather a subtle sell that builds brand and product loyalty.

You can also include videos and podcasts on your own website, of course. Many companies and organizations like to create video blogs, where the president or other company representative does the talking-head thing to keep viewers informed of new company, product, or industry developments. Lots of people prefer to view something rather than to read it in text format; for that reason, it's important to include video as part of your web marketing strategy.

note Learn more about podcast and video marketing in Part X of this book, "Multimedia Marketing."

Web Marketing Is Mobile Marketing

Most people are used to accessing the Internet from a computer, using a web browser. But that's not the only way to go online; in fact, within a few years it might not even be the dominant way.

That's because more and more people are accessing the Internet from their smartphones. I'm talking the Apple iPhone, Google Nexus One, and just about any phone that offers Internet connectivity and a mobile web browser. Connecting to the Web via a mobile phone puts a whole new spin on things; not only do you need to rethink your web page design (to offer a version that looks good

on and works well with mobile screens), but you also have to consider how you can connect with these mobile users.

Mobile marketing is particularly important for local businesses. People use their phones while they're out and about, and you need to get in front of these potential customers and lead them directly to your local store. That means mobile SEO, of course, to improve your ranking with mobile searches, but it also means purchasing mobile ads for display on these devices. What you're doing on the computer-based Internet probably needs to be at least tweaked, if not totally overhauled, for the growing millions of mobile users.

In other words, mobile marketing is one more club you need in your web marketing bag. That bag keeps getting bigger as more opportunities arise online, and you need to keep developing new skills to keep up with the latest web marketing developments.

note Learn more about mobile marketing in Part XI of this book, "Mobile Marketing."

The Bottom Line

Web marketing is a series of activities that present your product, company, or message to potential customers online. These activities include website creation, search engine marketing and search engine optimization, pay-per-click and display advertising, email marketing, blog marketing, social media marketing, online public relations, and audio and video marketing. Web marketing also includes mobile marketing to people who access the Internet via iPhones and other mobile devices.

HOW MANY PEOPLE DOES IT TAKE TO EXECUTE A MARKETING PLAN?

As you ponder all the different possible components of your web marketing plan, you're probably asking yourself, who does all this stuff? As in—do I have to do it all myself?

The answer, of course, is no. Or maybe it's yes. It all depends on the size of your organization, your marketing staff, and your budget.

In a small company or organization, it's likely most or all of these activities will be handled by a single individual. That might sound daunting, but it's not so bad. Many of these activities only take a little bit of your

time each day, and it's easy enough to multi-task such activities as ad campaign maintenance, blog posting, and monitoring your Facebook page. Other activities, such as website SEO, are less regular and can be fit in when you have time. (And you can always hire out those activities you can't do to qualified freelancers or consultants.)

If you're in a large organization, however, you'll want to divide these activities among multiple individuals. Have one person handle your advertising; another your blog posts, tweets, and Facebook updates; and another your email campaigns. Let each person concentrate on a single area of expertise so you don't have everyone trying to do everything. Just make sure someone coordinates all these activities; you don't want anyone going rogue on you.

Basically, there's more than enough here to keep a large team quite busy. Or if your organization doesn't have the resources, you can scale back on some activities to make things more manageable for a smaller staff or even a single individual to do. You'd be surprised how many small companies can achieve the same presence as their larger and more established competitors with just one or two people running the show. On the Web, it's relatively easy for a little fish to look like a big fish—if a company's smart about it.

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