



# INTERNET MARKETING 101

## Pt 1 - Overview & Search Mktg

# Hannush Enterprises, LLC

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[www.hannush.com](http://www.hannush.com)  
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What Is Internet Marketing?  
Web-Based Traditional Marketing  
Social Marketing

What Is Search Engine Marketing?  
Three Levels from SEO to Paid Service



# INTERNET MARKETING 101

## Part 1

# History of Traditional Marketing

## Awareness Drives Demand

## Paid for Programming



### Provide a Break in Programming



# Provide Savings and Entertainment Options



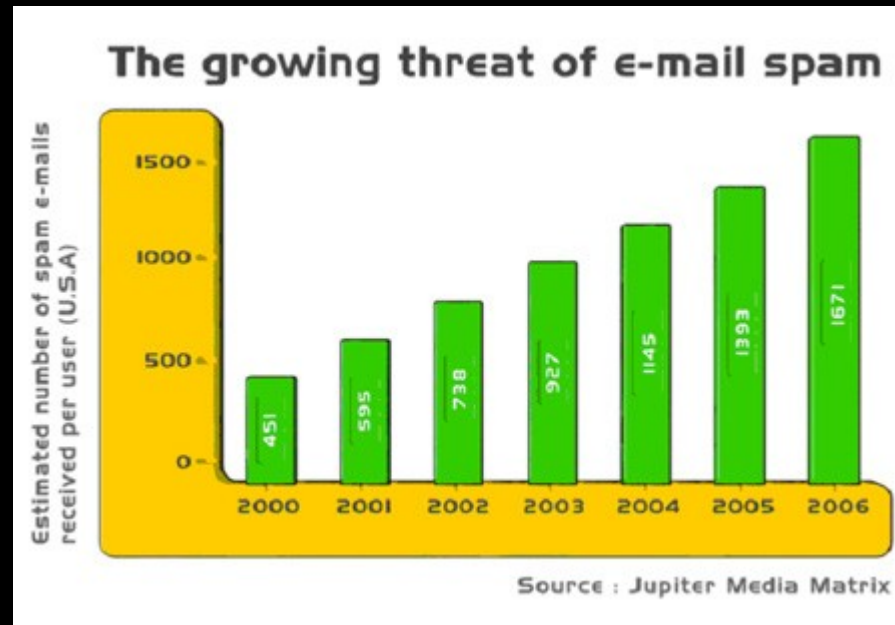
# The Trouble Begins: Telemarketing

## A Personal Interruption

1991 Telephone Consumer Protection Act

2003 Do Not Call Implementation Act

# Laurence Canter and Martha Siegel's Unintended Revolution



# Laurence Canter and Martha Siegel's Unintended Revolution

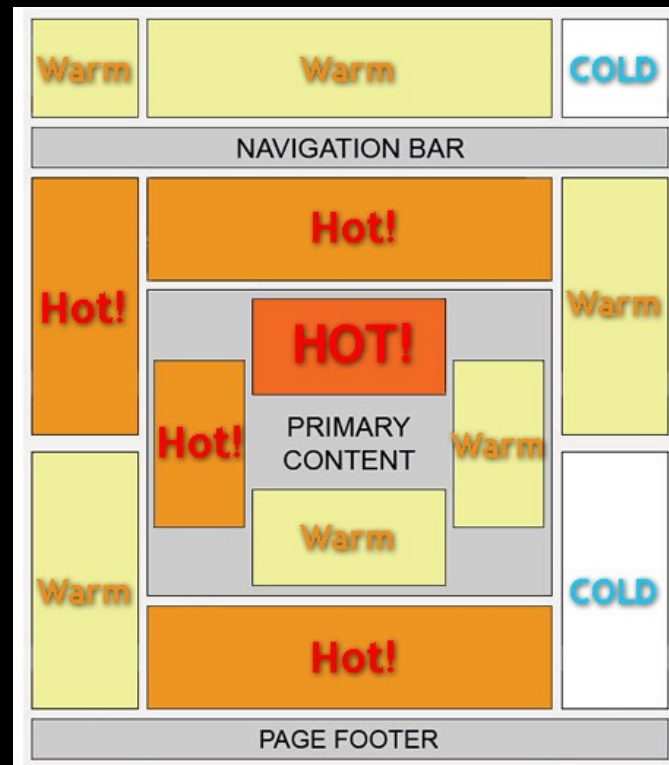
Ultimate Interruption

Tools: Spam Blockers

2003 CAN-SPAM Act (I Own My Inbox)

## Passive Ad Avoidance Reached 70% in 2006

(Lintas Media Group – graphic Squidoo.com)



## Ad Banners

### Passive Ad Avoidance

Pop-ups / Don't pardon the interruption

Tools: Pop-up blockers

Flash Ads

### DVR

Football in 60 minutes / Sitcom in 22 minutes

Free online shows force advertisements

Product placement and actors using products

## So Where Does That Leave Traditional Marketing?

People do not “trust” advertising like they used to  
Over-saturated (3000 Ads Per Human Per Week)

People have learned to filter messages

The customer provided tools for control!

Traditional advertising has an uphill battle

## Influence Based Marketing

### The Revised Sales Cycle (SEOTermGlossary.com)



### Influence Based Marketing

Its about building a reputation

Don't brag, build trust, validate

Forrester Research report

*“No matter what I hear, read, or find on TV, radio, or in a magazine, I can verify it on the Internet.”*

91% say consumer reviews are #1 aid to buying decision

- JC Williams Group

87% trust a friend's recommendation over a critic's review

- Marketing Sherpa

3 times more likely to trust peer opinions over advertising  
for purchasing decisions - Jupiter Research

1 word-of-mouth conversation has impact of 200 TV ads

- BuzzAgent

## Influence Based Marketing

Operations and Marketing Must Work Together

Your Customers Reward or Punish You (Craftsman)

Admit Mistakes (Toyota/LiveFyre)

Customers Help Perfect Your Product

Evangelism (word of mouth)

## How To Win

Be where people are

Don't fear transparency

Improve through feedback

Don't try to conquer the world

Know your audience and your brand

Have a strategy

# Where is Internet Marketing going? The Social Experience (Pt 2)

Phones and Computers

Democratization and Transparency

Feedback is crucial

People will follow the crowd, not the advertiser

Networking is king

## Where is Internet Marketing going? The Social Experience (Pt 2)

Embrace the social networks

Facebook has over 600 million active users

In NC alone, 3.6 million FB users in July 2010

Increased 106% in 1 year / 379% over 2 years

48% of people check Facebook when they wake up

(courtesy of Facebook)

### Where is Internet Marketing going? The Social Experience (Pt 2)

35+ Demographic is more than 30% of FB users

71% of US Audience is on FB

1 in 4 page views on Internet is from FB

GroupOn: 50 mil subscribers / \$980 mil in savings

### Search Engine Marketing

Level One: Search Engine Optimization

Low Cost – Easy to Implement

Successful in Less Aggressive Markets

The screenshot displays the Hannush Web website in a browser window. The browser's address bar shows the URL [www.hannush.com/internet-marketing/search-engine-optimization](http://www.hannush.com/internet-marketing/search-engine-optimization). The website features a dark theme with a prominent logo and navigation links for "About Us", "Contact Us", and "Blog". A sidebar on the left lists services: "INTERNET MARKETING SEO + ANALYTICS", "Search Engine Optimization (SEO)", "Search Engine Marketing (SEM)", and "Social Media Marketing". A central banner highlights "SEARCH ENGINE OPTIMIZATION (SEO)" with the subtext "Your Company for SEO". Below this, a text box explains that SEO is no longer just a buzzword but a necessary tool for business success. A smaller browser window is overlaid on the page, showing a Google search for "web design programming greenville, sc".

**INTERNET MARKETING  
SEO + ANALYTICS**

**SEARCH ENGINE OPTIMIZATION (SEO)**

Your Company for SEO

No longer a buzzword, SEO (Search Engine Optimization) is understood by many business owners as the tool for success in search engines like Google, Yahoo! and Bing.

Its true, a well optimized website is a must if you want to compete for the attention of those people hunting for products and services on the Internet.

**Hannush Web Optimizes By Default**

### Search Engine Marketing

Content and Updates

External Linking to Your Site

Trust Rank / Page Rank

Hosting / Age of Domain

Good SEO CMS or Coding

### Search Engine Marketing

Level Two: AdWords, Facebook Ads, Reviews,

Surveys (Net Promoters), Blogs

Pay-As-You-Go to Low Cost

Next Level or Start Up

## Search Engine Marketing

### Level Three:

A Professional Search Marketing Program

Marketing Budget at Least \$1200 per month

Commitment to Strategy

High Success Rates in Tough Markets

What to Look for in a Search Marketer

Practice What They Preach?

Case Studies

Easy To Work With

Learns About Your Business

Frequent Measurements



## 7 STEPS TO INCREASE BUSINESS THROUGH YOUR WEBSITE

THANK YOU!

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