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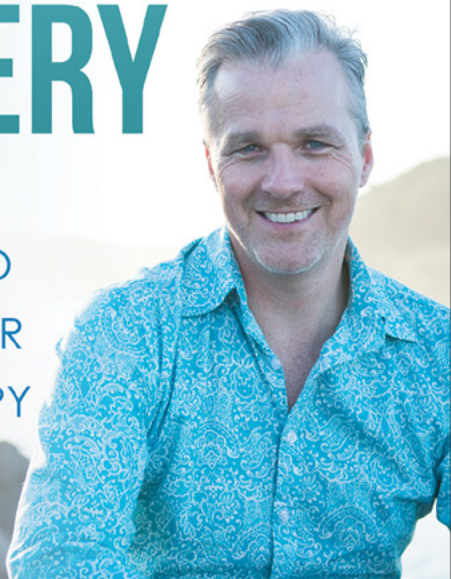
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"Filled with tested advice and endless wisdom to grow your natural therapy business. Ignore this book at your own peril"

- **Simon Reynolds**, Author of "Why people fail"

NATURAL MARKETING MASTERY

THE COMPLETE
ONLINE GUIDE TO
MARKETING YOUR
NATURAL THERAPY
BUSINESS



LAWRENCE ELLYARD

Author of Natural Marketing

Natural Marketing Mastery

*The Complete Online Guide to
Marketing your Natural Therapy Business*

By Lawrence Ellyard

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International Institute for Complementary Therapists*



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DEDICATION

This book is dedicated to all those talented therapists and practitioners who are great at doing what they do. May this book help you to share your gifts with many people so the benefits grow far and wide.

INTRODUCTION

The success of your Natural Therapy business vastly depends on the results of your marketing efforts. There's no two ways around it.

Many therapists spend years honing their skills as a professional therapist but how much time is spent educating oneself in the art of self promotion? Without knowing how to market yourself, your ability to benefit others (and be handsomely rewarded for your efforts) will not amount to a great deal.

If you are in business, you simply need to be good at marketing your business.

If your marketing is highly effective, you will get a continuous flow of new clients all through the year.

To reach potential clients, you should use all the marketing channels available to you, both online and offline. The reason you need to be savvy with all of the marketing channels is that people respond differently to different marketing methods.

In today's internet-driven world, web presence and online marketing have become essential to attracting new clients. Your point of difference needs to be communicated in a clear and precise manner so that a prospective customer will know, in a manner of seconds, what makes your service special or unique and answers the customer's question: 'how does this service solve my problem?'

Study after study conducted in the field of marketing vouches

for the effectiveness of online marketing. Getting online is therefore absolutely necessary to compete with the fierce competition of the natural therapy industry.

Understanding who is your customer and what their needs are is vital to your success. If you observe your target audience, most of them are using the internet to search for information. Before deciding to buy, most people will browse Google or respond to a recommendation via social media platforms, like Facebook or Twitter.

These days, people are increasingly using mobile phones and other mobile devices to search online and, therefore, it has now become imperative to not only get your business on the first page of any search engine but to also have a 'mobile friendly' website for easy viewing.

Marketing your business online starts with having a business strategy in place. You should have a clearly defined brand strategy that makes your Therapist business unique and stand above the rest.

If you don't have one already, you'll need a website or, at the very least, a Facebook Business page.

To have any real impact, your website must appear on the first page of 'organic' search results. The content of your website must be optimised for the search engines (SEO) to bring it on top of the search results.

Content is key to driving a steady flow of traffic, with quality leads, to your website and this is where you may look to enroll the services of an SEO professional to help get you onto the all-important, coveted page 1 on Google.

Having all the right ingredients in your website will help visitors become your clients. Some of these powerful ingredients include: video marketing, email marketing and content marketing. These are the proven techniques of online marketing.

It is important to analyse the results of your marketing efforts periodically so you can measure the success of each strategy and decide how you can revise or refine your marketing methods for even better results.

This guide will take you step-by-step through the process of establishing a powerful web presence and online marketing to make your Therapist business thrive and grow in an ever expanding and competitive online world.

MASTERY BEGINS

Getting started with online marketing

Online Marketing is the methods used to promote products or services on the internet. Online Marketing is also referred to as Internet Marketing, Web Marketing or Digital Marketing.

Online Marketing can make all the difference between having a ‘so so’ business with just a few customers, to having a stupendously successful natural therapy business.

By creating a website you can build a strong web presence and reputation using several online marketing techniques. Your website represents you and what your service offerings are. The domain name that you choose for your website address should be relevant to your business or highlight a problem you solve with your services.

There are so many ways to make your website attractive to visitors. Offer valuable giveaways or an interesting article in exchange for their email address. Once you build your email list, you can send out regular emails and newsletters to your subscribers. This will help keep you and your services at the top of their mind and will help to build and maintain relationships with your subscribers.

Keep updating your web content with articles and educate your target audience with useful content about your field of service. Your web copy must be original, informative and

compelling to convert your site visitors into your clients. Add marketing elements to your web content, like videos and images. Get interviewed on the radio or in new or industry magazines and then transcribe the content and publish it on your website.

The possibilities are endless.

Definitions and terminology

When you decide to get on the online marketing bandwagon, you need to be familiar with the terminology used in this industry. This will help you to understand the idea behind every typical name you come across in online marketing. You can avoid confusion and be clear about what you are doing if you clearly understand the definitions and terminology of online marketing.

Some of the most widely used terms are described below to help you familiarise with online marketing jargon.

Affiliate Marketing: The method of partnering with others so that they can send traffic to your website by sharing a percentage of revenue with them.

Analytics: This is also called ‘web analytics’. This is a collection of data that gives you an idea about the performance of your website in terms of traffic, the methods or tools that produced results and those did not. It will help you to make changes for better user experience and to achieve good return on investment.

Automation: Automating repetitive tasks like submitting content, filling out forms or signing up for a newsletter subscription.

Browser: Also called ‘web browser’. This is a program that enables you to surf or browse the internet. Google, Chrome, Safari and Firefox are some examples of browsers.

Domain Name: The address of a website. Anyone can visit your site by typing this name in the browser. For example: www.myiict.com

Home Page: Home page is the main page of a website where you arrive when you type the website name in the browser.

Conversion: When the website visitor takes the desired action in your website. An example of a conversion would be subscribing to a newsletter or filling out a booking form.

Conversion Rate: This is the percentage of visitors who actually convert to bookings or sales.

Copywriting: Using words effectively in the text to sell products or services by drawing people’s attention and providing information.

Cost Per Click (CPC): The cost you pay to a search engine to display your ads along with the search results. You pay only when someone clicks on your ad. The rate is determined on the highest amount you are willing to pay for each search word or phrase. This is also referred to as **Pay Per Click (PPC)**. Google AdWords is an example of paid advertising that is most commonly used.

E-book: A book made available in a digital version. The most common format used for ebooks is PDF.

Email List: The collection of email addresses of people who subscribe to your newsletter or opt-in to receive information from you.

HTML: Short for Hyper Text Markup Language. The name of the language used to develop the website.

Hyperlink: Also called 'Links'. Clickable text that takes you to a page of interest on the web.

Keyword: The keywords and key phrases are the words that a person doing an internet search will use to find information. If used properly, they can attract huge traffic to your website or landing page.

Landing Page: This is the page on which a visitor will arrive after clicking a link that leads to your website. The landing page may not be the home page of your website and, if created the right way, will greatly assist with conversions.

Link Building: The process of obtaining traffic to your website from other sources on the web. It is used in content creation and in social media networks.

Opt-in: When a visitor joins your email list by entering their email address on your website. This means you have their permission to communicate with them through newsletters or emails. Those who opt-in are usually quality leads for your business.

Search Engines: Search engines help people do internet searches by typing the search word or keyword into the browser. They list the related websites in the search results according to their relevance.

Search Engine Marketing (SEM): The use of search engines for online marketing is known as Search Engine Marketing (SEM).

Search Engine Optimisation (SEO): The process of optimising your website to make the search engines put your website among the top ranking websites for any keyword used in the search. You can achieve top search engine ranking through link popularity and efficient content management.

Spider: A feature of the search engine that crawls through links of a website and brings it up in the search results.

Site Map: This helps the spider to find all the pages of your website easily and serves as a guide for visitors, indicating where to find what they are looking for on your website.

Site Search: A search box in a website for enabling search within the website.

Targeting: Targeting is the process used to create your web content for attracting a specific group of your audience. Behavioural targeting is a newer form of targeting advertisers use based on their activities on the web, like searching, visiting and/or buying. Geo-Targeting enables you to reach out to potential customers in a particular geographical location.

Traffic: The number of visitors to your website is known as website traffic.

Usability: The ease with which a visitor can navigate your website is known as usability.

Viral Marketing: A free way advertisers use for designing their advertisements to get surfers to pass on their ad to others.

Webmaster: The webmaster is the person who owns the website.

Web Content: The website comprises various elements to present you and your business to the visitor, and they are collectively known as web content. Text, images, videos, podcasts, graphs, tables, etc. are most commonly used.

Components of online marketing

When you decide to take your business online, you will need to have the necessary knowledge to be able to manage and update your website. With this in mind, you should be familiar with, and understand the terminology and components of, online marketing to use it effectively to promote your Therapist Business.

The following are the major components of online marketing:

Website: Your website, and your space on the World Wide Web. Having a Website gives you the opportunity to establish a powerful web presence. Your website is your primary marketing tool which you can use effectively to reach out to your target audience. When your website is optimized for the

right keywords, search engines rank it on top of the search results.

Business Strategy: Business strategy refers to the process of formulating, implementing, and evaluating business decisions. It specifies your company's vision, business objectives and how you would achieve them through your business plan.

Brand Strategy: Your brand represents your beliefs, your personality and your promise to your target audience. It is used to communicate the values and ethics you care for and also connects emotionally with the consumer, relating to their needs. Your brand, in the form of a logo or a slogan, produces customer loyalty, helping your business sustain and thrive in the long term.

Marketing Strategy: Marketing strategy is the process of putting together various marketing activities to increase your client base and revenue while maintaining a competitive edge. In online marketing you will use different tools and techniques to attract, retain and increase customers. This involves creating marketing messages and communicating them effectively to get more sales.

Blogging: Blogging is regularly writing on your website to promote your business. Your blog gives you an opportunity to establish yourself as an expert Therapist. You can also share useful information that can help your potential customers. Similarly, your informative articles can win the hearts of people who are looking for help.

Search Engine Optimisation (SEO): The methodology used to get your website on top of the search engine results (page

1 on Fgoogle, for example). This is known as Search Engine Optimisation (SEO).

Content Marketing: Reaching out to your target audience with your marketing message is referred to as Content Marketing. Through Content Marketing you establish yourself as an expert in your field. The content can be in formats such as articles, audio recordings, videos, podcasts and regular newsletters. Everyone knows that content is key and the quality of your content can take your business to greater heights.

Video Marketing: Using videos to communicate with your website visitors. Video Marketing is a good way to engage your target audience and generate leads for your business. Be sure your videos are under 1 minute to increase viewing and convey your message in a clear and concise fashion. Posting your videos on social media channels like Facebook are also a great way to drive traffic to your website, and this is a great way to increase the level of customer engagements and new customers to your business.

Social Media Marketing: Advertising your company on the social networking sites like Facebook, Twitter, LinkedIn and Pinterest is known as Social Media Marketing. People use these social networking sites to share their opinions with their friends. They share links with their friends and even recommend good products and services to others using these social media platforms. It makes sense to utilise social media as one of your central marketing pillars.

Pay per Click Advertising (PPC): Targeted advertising through Google AdWords is a great way to extend your reach

online. These ads appear to the right of the search results and the space is allotted to the highest bidder. If your ad gets to this space and someone clicks on the link in it, you will be charged a small fee according to your nominated bid, as the name 'Pay Per Click' suggests.

Email Marketing: Email marketing is another marketing tool on the internet which is widely used by businesses to market their products or services by communicating with the consumers who have opted in to receive emails from you. Sending emails monthly, with useful information or special offers, helps develop a relationship with your subscribers who may in time become your clients.

Web Analytics: The system of analysing and accurately reporting statistical data on the internet is known as Analytics. The information can help you find out the most effective component of online marketing and also revise, optimise and set your budget accordingly.

Each of the above marketing components has its own power to create a positive impact in the visitor's mind of your business. So it is important to hire competent professionals who can, at the very least, get you started.

There are a variety of businesses online who can offer an all-in-one solution for small business owners to help in establishing their online presence. Be sure to test the waters and check, not only their qualifications to deliver, but also obtain feedback from some of their existing clients to ensure you're investing with the right business to get the most of your business relationship.

BUILDING YOUR STRATEGY

Online marketing strategy

The advancement in information technology and the emergence of mobile devices has made a profound impact on marketing. To succeed online you need a solid online marketing strategy which is multi-faceted. You need to reach out to your target audience in as many ways as possible. This calls for using many different approaches and tools as people are receptive to different marketing channels and methods.

The purpose of having an online marketing strategy is to attract more visitors to your website, expand your client base, make more sales and establish a strong brand identity for your business. You can communicate with your potential customers through many different channels, like your website, emails, newsletters, articles, podcasts, blogs and videos. Each method has its own effect and so you should include all of these in your online marketing campaigns.

Make sure to use responsive web design to build your website to be viewed on multiple screens. Build an email list of quality leads. Use email marketing in an effective manner. Publish blogs and articles on your website with current, relevant and useful information. Include images, colour and videos and make your web content interesting and engaging. Enable sharing of your web pages for more exposure. These techniques, if implemented correctly, will help in your online success.

Building a business strategy

The success of a business depends on how powerful it's Business Strategy is. Business strategy comprises components like Brand Strategy and Marketing Strategy. Start with a clear vision of your business and set goals for what you want to achieve. Your goals need to be specific, measurable and time related. You should set key performance indicators (KPI) against each goal to ensure you're measuring progress by quality and quantity.

The objectives of your business need to be well laid out in your business strategy. For instance, as a Natural Therapist, ask yourself the following questions:

What are the services I want to offer?

How can I make my business unique and special to potential clients?

Why should customers choose my services over my competitors' in the same locality?

Once you have answered these questions, you will be on your way to identifying your unique point of difference in the market place. This, in turn, will help you to define your business strategy and how best to implement this.

Define your business goals and customers

It is vitally important to get clear on your business goals and who is your ideal customer. In this section I'll share some of the ways to achieve this with clarity and purpose.

Prepare a list of goals

Prepare your business goals by quantifying the size of your business and the level of success you want to achieve in the business. Decide whether you would employ people. Set your expectations of the number of clients, the expected revenue and the level of success such as testimonials, search engine ranking and social media referrals. What are the distinguishing features of your services that would make customers choose you over others? Be sure to have separate lists for personal and business goals that are in alignment with each other. Similarly, it is desirable to have two different goal sets for short term and long term. Make sure they are time based and measurable and commit these to writing. Regularly review your goals and tick off those you have achieved so you can track your success.

Begin with the end in mind

First things first, begin with the end in mind. It may sound counter intuitive but this step is vitally important. You need to know your destination and then work backwards. Once you can imagine your business goals, you can clearly define the small steps you will need to take to get you there.

For example, the goal might be to have a flourishing clinic with a team of practitioners working for you or be in high demand, being booked out 3 months in advance. It's important to spend the time and get clear on what you want to create in your business life and refer to your end result on a regular basis.

The more you focus on your end result, the more you will move to become it. Clearly write down your business goals

and have these displayed in a place where you will regularly see them as daily reminders.

Define your ideal customer

Next, define who is your ideal customer. Spend time getting clear on the kind of customer you want to work with. Are they on time, pay in advance and are a pleasure to deal with? Do they appreciate and benefit from your services and recommend you to their friends and family? By spending time identifying your ideal customer, you'll be more able to target your marketing and unique services to people who will benefit the most from what you have to offer.

Understanding your customers

When building a business strategy for your business, understanding the customers is of supreme importance. You must be well aware of the needs of your customers and plan your business accordingly. As a Natural Therapist, you should try to identify unresolved issues of the prospective clients. Design your service offerings in a way that would address specific problems of the clients.

Study the market and your competition

Your business strategy should be based on your accurate research and findings of your target market and that of your competition. An in-depth study of the demographics of your potential clients will give you insights about the potential clients, to tailor your offerings accordingly. Branding plays a vital role in distinguishing you from others positively and strongly. Knowing the approach, strengths and weaknesses of

the competition also helps to market your services better. Be sure to clearly define your unique advantage and drive this home in all your communications both online and offline.

Budgeting and finances

Your business strategy is incomplete without financial projections. That means how you propose to generate revenues in your business and how much profit potential it has. So prepare a budget, detailing the size of your business, the investment amount and the expected cash flow.

The above are essential elements of building any business strategy. Once your business strategy is in place, it makes every other aspect of business planning easily fit in, serving as the basis on which to build upon. Review the business strategy regularly to be in line with current market conditions.

Building a brand strategy

Your brand defines your business and forms your business identity. Branding reflects the core of your business principles and values, sending out a strong message about you and your company. It embodies the key components of your business vision. In the business of Natural Therapy, you need a strong brand identity to convey your promise of superior service that elevates you and your company above your competition. Hence, formulating a solid brand strategy makes your company grow and sustain in the long term.

Brand building can be defined as the concept that creates value to customers. Your value proposition should make your brand stand apart from your competition. Brand positioning

and consistent strategies can create a strong brand identity which is vital to brand association and brand loyalty.

There are certain key elements you should bear in mind in building your brand strategy. They will help you come out with the right branding for your business. Let us understand them through the following points:

- **Statement of Purpose:** Your brand is the best way to state the purpose of your business. That should reveal what you are trying to achieve through your business. Though the underlying purpose of every business is to make money, you can definitely pitch your business into some good intentioned activity for the overall benefit of the society you intend to serve. Your Brand Promise or tagline clearly conveys it succinctly, thereby giving you a distinct brand identity. When formulating your purpose, be sure that it is distilled into one sentence, with a clear goal in mind. For example, the IICT's Statement of Purpose is: "To recognise, inspire and unite every therapist throughout the world". It should capture your aspiration in one line, so avoid lengthy explanations that deviate from your clear business objective. Again, begin with the end result in mind.
- **Expression of your Beliefs and Values:** Your brand is an extension of your personality, bringing out what you believe in and the values that you uphold. Make all these attributes shine through your brand. Your beliefs and values should be visible to your clients, both on display in your treatment room and on your website. Showing your beliefs and values helps your customer identify with you and your business. These capture the

essence of your 'why' and will align your customers with the person behind your brand. At IICT, although our Values are defined around our core team, you can tailor your values to your self as a solo practitioner as you like. The following is our Beliefs and Values, as an example to base your own on.

The IICT's Beliefs and Values.

- We are a close knit team
- We have an attitude of gratitude
- We are a family-run business and respect our families' needs
- We are open, honest and forthright in all our communications
- We support each other and do our very best to help each other
- We are results driven and go the extra mile in our work
- We are a culture of happiness
- We take pride in finding solutions to all challenges
- We appreciate each other and share our appreciation openly
- We strive for excellence in everything we do and pour our heart and soul into our work

- We are constantly learning, innovating and improving
- We are respectful of our differences and celebrate our qualities
- We care for our members and celebrate our global community

Take some time now to jot down your beliefs and values, it will help cultivate your personal and business vision for all to see.

- **Connect with Emotion:** Put simply, people like to belong. The psychological need of people to be connected to others with similar tastes is at the root of all relationships. This aspect of human behaviour should be expressed in creating your brand and connecting with your target audience at an emotional level. People make buying decisions based on emotions so make emotional triggers part of your brand. You can go as far as writing content that uses emotive words, conveying the feelings and aspirations your customers will enjoy after receiving your treatments. Emotive words create pictures in the minds of your customers, so use descriptive emotion-based languages in all your communications, both written and verbal, for full effect.
- **Connect with your Story:** Who doesn't like a good story? On your website, share your beginnings and make it engaging for your potential customers. We are naturally attuned to stories as children. As adults, nothing changes. Describe how you began, what

difficulties you overcame and successes you have enjoyed. Through story telling, your customer will discover a personal side of you. This helps develop their relationship to you and your brand and builds trust. Once they know and trust you, they will like you. People refer businesses and people they know, like and trust. Keep this formula in mind when writing your story and share it on your website, newsletters and on your hard copy promotional materials.

- **Focus on Consistency:** To make your brand strong and firmly grounded, it is necessary that your marketing campaigns are in alignment with one another. Make the colours, styles and tone of your messages consistent for easy brand recognition which is vital to customer loyalty. Keep your logo across all marketing materials, both online and offline. Have your web address in the signature of your email account and list your point of difference there too.
- **Be Flexible:** Flexibility allows you to make adjustments to your campaigns, to adapt to the changing trends in the market. Introducing fresh new approaches and strategically enhancing your campaigns for reaching new customers and reminding existing customers about the speciality of your service strengthens your brand.

Brand building is how you make long term relationships with your customers through your value proposition and commitment to your vision. By establishing a solid positioning through emotional connection you can ensure brand recognition which ultimately leads to greater customer

loyalty. Timely enhancements and fresh approaches should be tactfully introduced for creating a brand identity, thereby helping your business become a leader in your industry.

Building a marketing strategy

Building your Marketing Strategy will help grow your business while increasing your brand awareness. It is vitally important to create trust among your target audience. Be sure to match your strengths and special skills to meet the expectations of your customers. To achieve this, your marketing strategy should have the right mix of marketing activities, tools and approaches.

You can draw inspiration for your marketing strategy by studying the marketing strategy documents of successful companies. It is amazing how much can be ‘borrowed’ from great companies. When I say borrowed, I do not mean copying other companies’ material verbatim. By looking at marketing that caught your eye and elicited your engagement, say clicking on a post on facebook for example, or responding to an email message linked to a promotion, can significantly enhance your marketing efforts with some relevant changes to the content.

Keep a file of emails and ads from Health and Industry related publications that stand out to you. These can be tremendous resources for your own marketing efforts in the future.

The following are some guidelines to building your marketing strategy:

1. Make your marketing strategy realistic and implement it consistently to achieve business success.
2. Be flexible in your marketing strategy so that you can quickly respond to the changes in customer behaviour and demand. Use personalisation as an advantage that makes your services directed to the customer concerned, using their first name where possible. Flexibility also helps you to foray into new, untapped markets.
3. Identify your Target Customers by clearly defining who would be benefited from your business and how. You can identify new customers and communicate with them how you and your services are the ideal choice for them. Educate them about your services and the benefits they would derive from your services. Be specific about the outcomes and avoid generalising. For example: “Our (insert treatment) will increase your (insert benefit) 5 times faster than (insert treatment) alone”.
4. Identify the marketing channels; tools and methods that you would use for your target market. Asking the new customer how they came to know about your business through surveys; contact us forms on your website or simply asking can reveal a great deal about what is and what isn't working across your marketing channels. Document all the specific responses and identify commonalities so you can further refine your marketing efforts. The success of your marketing strategy depends on how you match your strengths to the needs of the target audience.

5. It is important to focus on your existing customers as it is less expensive than acquiring new ones. Find out how you can increase your service offerings to them, how you can make your services special and exclusive for them. You can offer exclusive specials that are only available to your existing customers or run a special promotion to bring them back if you have not heard from them in a while.
6. Test the effectiveness of your Marketing Strategy and Tools to measure the level of success produced by each. Creating and implementing a marketing strategy is not enough. You should check effectiveness to change accordingly.

Building a marketing strategy is an essential part of your business strategy. So knowing your target market's needs and expectations through market research and matching your service offerings to match them is a tactical approach.

WEBSITE MASTERY

Getting started with your website

Having decided to take your Natural Therapy Business online, it is now time for you to consider the relevant aspects of creating and maintaining a website.

Your website is your place on the web and is one of the most valuable assets of your entire business. It should project you and your services in a positive and likeable way.

Your website should have a powerful domain name that is relevant to your business. It should be short and easy to remember and type. The website should load fast and have all the marketing elements to promote your business. Avoid domain names that are hard to pronounce or are written in foreign or ancient languages. Ensure you register the domain name relevant to the country you are operating in. For example, an Australian domain should end in .com.au whereas a UK domain should end in .co.uk.

Have a prominent contact form and important ‘call to action’ buttons, such as: “Register Here” or “Download Here” for example.

Your website will provide a place for your potential customers to learn about your services prior to contacting you. If you get the mix right, your website will have converted a visitor to make a booking or request an information pack without them ever needing to call you.

Your website is also a branding tool for your business in the long term. All this makes it very important to choose a web developer with the right skills, ethics, attitude and working style. Unless you have specific training in website creation, I really do recommend you engage the skills of a web developer to create and manage your online presence.

Use your website as a communication tool to interact with your target audience. You can do this through your blog, writing informative articles, showcase 'how to' videos and more.

Use your website to connect with your potential customers regularly through your emails or newsletters. Your content can engage and educate them about the uniqueness of your service and about relevant topics in your niche. You should add original and fresh content on a regular basis. Good content is crucial to attracting new visitors and quality leads because people recommend what they like to others.

Make sure that your website works in accordance with your business principles and values. It should also be designed in such a way that it fits into your online marketing strategy as well.

You can use many different metric and analytics tools to measure the effectiveness of your website and also to make changes for better performance. Analytical tools help you know how your website is doing and with the right information, you'll be able to adjust course to maximise your desired outcomes.

What makes a website super effective?

A website is super effective when it brings continuous growth for your business. To achieve good business growth, your website should be designed in such a way that it has all the elements detailed below:

- The website should load fast and should contain all formats of information like text, graphics and colours in a proper mix with adequate white space so that it is appealing to visitors. This makes it all the more important to choose an expert website developer to create a super effective website.
- To be super effective your website must be getting a steady flow of visitors. Being able to attract plenty of quality leads also makes a website effective in promoting your business. When your website is optimised to get noticed by the search engines (such as Google), it will be ranked at the top of the search results and will bring in lots of visitors who are looking for your services. As most people do an internet search before they buy a product or service, your website will catch their attention which means more leads for you.
- Once a visitor has reached your website you need to keep them engaged with interesting content, video, images and the like so that they will be convinced to learn more and recommend your website to others as well. The content on your website should be engaging and regularly updated, and contain information that your potential clients will be interested in reading. 'How to' videos or articles on how to manage the

physical problems are some website elements that would interest your potential clients. Make sure you are presenting the customer's problems and how you solve their problems through your website material. An attention-grabbing headline needs to flag down the customers and present them with a solution. You literally have seconds to achieve this desired result or have the customer click away.

- An instantly downloadable e-book with useful information written by yourself can entice the visitors to become subscribers. It may even be your video speaking to your target audience about the specialty of your services and inviting them to become your subscribers so that you can send them valuable information, plus special offers. You need not produce a 'hollywood' video production initially. Some of the best videos I have seen have been filmed on an iPhone and uploaded to YouTube. If done right, there is something more authentic about a rough 'home grown' video that conveys your marketing message. Of course if you can make it interesting or use humour in the right way, this can go a long way to keeping your audience engaged and sharing your video too. When you have more revenue you can increase your budget and get a professionally produced video for your home page in a studio setting for a more professional touch.
- Your website should allow easy navigation for visitors making it easy for them to take action. This is achieved by using design elements like clickable buttons that call the customer to take action.

- When you have a call to action prominently displayed, it will make it easy for the visitor to take action, to opt in, to contact you, request further communication from you or to book an advertised session. Make sure you give the visitor one thing to do. It should be clear where they should go on the page and don't try to sell to the customer straight up.
- Make sure your website is mobile responsive. As more and more people are moving towards mobile phones and other mobile devices, like tablets, you cannot afford to lose a large number of visitors to your website if your site does not scale and conform to smaller screens. It is essential that your website is mobile friendly. Your website design should be such that it is responsive and resizes automatically to be viewed on smart phones and other mobile devices.

Implementing all the above strategies will make your website a functional and effective marketing tool. A welcoming web design that guides the visitor to different points of interest on the website and provides a good user experience is essential for your online business. In short, an effective website attracts visitors and brings consistent business to you.

Choosing a domain name

The domain name is the name or website address. This is also the main part of the link to your website, which is also known as a URL. There are thousands of different websites for the same business and it is important that your potential clients can find your website.

The challenging part of creating a website for your business is choosing the perfect domain name.

The perfect domain name is critical for online business success. It must be short, memorable and easy to type. You don't want to make it hard for people to visit your website.

The name of your website should be easy to say and remember, and be relevant to the field of your Natural Therapy Practice. If you're a Massage therapist that specialises in pregnancy massage, a memorable name might be: www.massagebabyandme.com

If you're a Reflexology therapist you might choose: www.feetfirst.com

You get the idea, make the website domain name relate to your therapy or desired outcomes but keep it short and succinct.

Brand association: Linking your brand to your domain name is the best way to get a perfect domain name from the available ones. It helps to enhance your image and your business's popularity. Your website should reflect your brand identity so that it is etched into the minds of your existing and prospective clients. Such memorable domain names will enable people to share it with others, thus driving quality traffic and helping you succeed online.

Adherence to copyright laws: You must do proper research and ensure that the domain name of your website belongs to you and no one else is using that name. Try to be original and innovative without violating trade mark or copyright laws, to avoid legal issues.

Brainstorm names: Getting a domain name for your chosen business may not be easy as someone may have already purchased it. Try to be creative and use combinations of words. For example: www.massage.com will be taken, but www.massageworksclinic.com may be more likely available. You may need to explore several options before you land a domain name that isn't already taken. Free tools like GoSpaces, Namestation, Go Daddy, etc., are available on the internet for this purpose. They can help you know instantly if a certain name is available and/or suggest other possible variations. Be sure to avoid overly long names as this can cause confusion and mis-spelling for the person typing your domain name into a search engine, such as Google.

Avoid numbers or hyphens: Use of numbers and hyphens should be strictly avoided. These forgettable and difficult domain names make you lose potential clients.

In choosing your domain name, remember to follow all the above ideas as they are tested and proven. You can make the visitor remember and revisit your website and even recommend it to others, which is vital for succeeding online.

Selecting a developer

Selecting a good web developer is crucial to your online success. The website developer should be able to develop a site that meets your business and marketing goals by generating leads and revenue consistently. There are many aspects, such as web standards and accessibility, to be borne in mind when developing a website for a business.

Choose the web developer after making sure about their credentials, skills and work ethics. With more and more users moving towards mobile devices, your website should adapt to different screen sizes and resolutions. Use a responsive web design for your website. You can also measure the effectiveness of each marketing tool and technique using analytic programs, like Google Analytics. You can make suitable adjustments for getting the desired results and ultimate online success of your Natural Therapy Business.

The following are helpful tips to help you to choose the right website developer:

The Developer's credentials: Choose a web developer with a good understanding of online marketing and who is up with latest technology and online trends for website design. Make sure that the developer has proper qualifications and appropriate work experience in the field of website developing. Ask how long the developer has been in business and how many professional websites they have created. They must have been in business for at least 5 years. Check if the web development company is registered and ask them to send you examples of their clients' work.

Do they have a good understanding of your business: See if the developer shows interest in understanding your business works, this way you'll be able create a site design that best reflects your business needs and your brand objectives. The developer must be able to understand the service you provide, your target audience and your competition. They should show an interest in understanding your business and be able to assist you in implementing your marketing strategy.

Use of a website planning guide: Find out if they follow a systematic planning process to guide you through each phase of developing your website. Make sure that they document every discussion and decision arrived at in a website planning guide. They should be able to suggest ways to save you time by automating certain tasks.

Skills and work ethics: Ask for their recent and long term clients. Talk to them to know their satisfaction level and experience of working with the developer. Really do your homework here and speak to those business owners. Ask them what their experience has been working with their web developer and is their website attracting positive and measurable results. Ask these clients about their project management and communication skills. Check if they are prompt in responding to your phone calls and emails. Ensure that the developer can stay within budget while adhering to your time frame.

Knowledge of web copy: The developer should be able to help you with suggestions on your web copy, with the knowledge of key phrases used by your target audience. They should be able to use them naturally in the web copy. They should use all the page elements in a proper mix.

Test the sites: Check if the sites evoke a good impression on the business they represent. They should look professional, load fast and be easy to navigate. See how they rank in the search results. They must test the site for usability, making sure that the site is adaptable to multiple browsers.

Website Standards: Check the Valid Code of the website to know if the developer has ensured that the site complies with

all web coding standards. They should use only codes that search engines recognise to get top ranking for the site.

To sum up, select the developer with the right credentials and skills who suits your personality, style of functioning and values. Find out about their work ethics and their ability to deliver within the timeline and budget. The selection of the right web developer can be a crucial decision for your online business to thrive.

Making your website a sales and marketing tool

Your website will serve as your best marketing tool if you create it the right way. It should represent you and your business brilliantly. Your website should be clearly in sync with your marketing strategy and meet your business objectives while satisfying the expectations of the site visitors. The website is meant not only to sell your services but it can also work, cost effectively, for your online success in many different ways.

Here are the top tips recommended by experts for making your website a sales and marketing tool:

1. **Optimise for top search ranking:** Make sure that your website is optimised for SEO. Top ranking sites get free quality ‘organic’ traffic, producing a good return on investment.
2. **Use as a branding tool:** Your website can be used effectively for building your brand. Your website tells the audience who you are and what your brand is all about. Make your website into your branding tool. Share your values and ethics with your site visitors.

Logos and taglines are some branding techniques which you can use effectively in your website.

3. **Use as a communication tool:** Your website is your communication tool to tell your target audience, in graphic detail, about your Natural Therapy business. Give visitors valuable information using blogs or articles. Add a live chat feature to make it easy for your site visitor to ask questions and use this opportunity to impress them and turn them into your clients.
4. **Keep web content fresh and interesting:** Create original, engaging and fun to read text. Use key words in titles and sub headings. It is here that you can use different formats, like videos or graphics, to explain topics. When useful information attracts the visitors, they will recommend that page to their friends, bringing you more leads. Update your web content periodically.
5. **Landing page optimisation:** Optimise your landing pages to effectively highlight your services. Being the first contact points for your site visitors, they help in creating quick conversions.
6. **Include call to action:** Ensure there is a clear call to action button appearing on every page of your website. This will enable the visitor to take action immediately, such as registering for an event, booking an appointment or making a purchase. Use action words clearly, for example: Register Here, Book a Session, etc.

7. **Use bright buttons:** The website must display prominent buttons for making a purchase, signing up for information, booking an appointment or requesting information. This is very important as it will make the visitor take action that may result in a new sale for you. Enable social media and other sharing features for getting more prospects for your business.
8. **Site search box:** Include a site search box to help people find the exact information they are looking for.
9. **Focus on usability:** Develop your site with usability in mind. Consider how your target audience will use it. It must fulfil their expectations. Make it easy to navigate, sign up, download or share with others.
10. **Increase credibility:** Visitors should feel that your website is secure and trustworthy to share their personal information. Add your photo on the home page, plus your video. Publish success stories of clients and case studies to increase credibility. Client testimonials are considered as genuine opinions and increase conversions. Don't be shy to ask your existing clients to give you a shining testimonial and ask if you can publish this on your website with their photo.
11. **Useful Giveaways:** Offer valuable giveaways like free downloads, special offers or discounts. This will attract more visitors as everyone wants something special, so find unique ways to give them something and make it useful, relevant and, if possible, fun.

In essence, to make your website an effective marketing tool, you should develop it with your target market and business objectives in mind. Make it functional, useful and fun for your target audience so that you get more traffic, leads and conversions, leading to your online business success.

Creating engaging and optimised web copy

Writing web copy is a specialised skill. It is considered an art and you can pay a great deal for specialised content. Web copy is one of the most powerful tools for online marketing that compels the search engines to send quality traffic to your website for free, also known as ‘organic’ traffic. Readers of the web just scan through the lines and your copy must to capture their attention and hold it.

For audiences using mobile devices it is all the more important to make your copy short, fun and interesting, with the most important message catching their eyes first. Once the visitor is kept engaged it is easy to turn the visitor into your subscriber.

Be sure to optimise the copy length and content on each page. Create pages with about 300 to 700 words of text. If you have very long content, it is better to split it into two or more pages. You can use relevant pictures to break up your text to make the copy more interesting.

Make sure that the most important information catches the eye of the visitor first.

Write short headlines with clarity and focus on your key message.

To make the content readable, write concisely with short sentences and short paragraphs that consist of 4 to 5 lines. Use subheadings that highlight key points.

Use bullet points as they are attention catching and make the web copy clear. These will also highlight key points of interest. Add a 'call to action' button more than once in each page so that the site visitor can request more information, subscribe to your newsletter or book an appointment should they wish to, without having to scroll all the way to the bottom of the page to do so.

Make sure to put key information on every page as the visitor may land on any page of your website and not necessarily on the home page only.

When writing your web copy make sure to use the keywords and phrases of the content in a tactical manner to optimise it for search engines.

Create your web copy in such a way that it meets the keyword density requirement to achieve success with SEO. If you do it correctly, your copy will not only be informative and engaging, it will also entice the visitor to take action and result in your website reaching the top of the search ranking.

Optimise your pages with the most important information so that they get the most number of clicks, resulting in high return on investment (ROI). Include references and links to other pages for easy cross referencing.

You can use Google Analytics to get relevant statistical data on how your web content is performing and, based on this data, you can revise your web copy for better results.

As content is crucial for the success of the online marketer, it is worth making your web copy play a major part in it. Engaging and optimised web copy can draw and hold the site visitor's attention, which is vital for conversion and sales.

Choosing responsive mobile design

Responsive web design (RWD) is the technique used in building websites that work flawlessly on both desk top screens and screens of mobile devices. RWD has assumed greater importance with the advent of iPads, Laptops, Tablets and Smartphones. In short, the website layout must adapt to multiple screen sizes and resolutions. The website layout and content automatically resize to fit the device being used. Responsive web design is recognised as web designing best practice and is recommended by Google. So much so that if your current website is not a responsive web design, Google will penalise your site and showcase responsive designed sites over non-responsive designs.

Why use responsive web design for your website?

1. **Cost effectiveness:** Responsive web design is cost effective. No other cost is involved except the website development cost. There is no need to create mobile apps or mobile websites, which means only one website to maintain.

2. Time saving: The content needs to be created only once and it can adapt to multiple screens. You only need to adjust the visual content. The ability to have just one set of code that works for all channels means improved efficiency. It is not necessary to create different codes for different channels.
3. Enhanced performance: Use of responsive web design enables faster and cleaner performance of codes to work across multiple devices.
4. Increased traffic: With responsive web design, websites can get a significant increase of traffic. This is because surfers using mobile devices now outnumber desktop users.
5. People use mobile devices anywhere and anytime: Responsive web design makes it easy for them to find information quickly. If your website works on their device, you are more likely to make sales to this large chunk of visitors.
6. Better usability: Since responsive web design uses common URL for desktop and mobile devices, the website will maintain uniformity thus enabling better user interaction. This results in increased crawler efficiency for your website.
7. Added flexibility: With the added flexibility of responsive web design, adjusting images for different devices is automated. It gives users more options, like portrait or landscape orientations or switching between a desktop and a smart phone.

With the many advantages, as described above, responsive web design has become much sought after by website owners. By creating a good user experience across all types of screens, you can significantly increase the number of site visitors and achieve more conversions and sales. Use your responsive web site as an effective marketing tool for online success of your Natural therapy business.

UNDERSTANDING ANALYTICS

Foundations of Google analytics

Analysing your website's performance is vital to your online marketing success. It is essential to keep track of certain metrics, like measuring the increase in your company's reputation and its market share to sustain and grow in a competitive market.

Google Analytics is a free tool that you can use to obtain accurate statistics regarding your website traffic, which is vital to the success of a website in achieving business objectives. This is a powerful web analytic tool that presents you with data about the site traffic. A tracking code added to your website makes it possible to obtain statistical data about your site visitors.

A good understanding of the foundations of Google Analytics is necessary for implementing it correctly. Google Analytics is used by world-wide businesses for measuring and improving the key performance indicators. The scheduled alerts and reports can help you know how your website is performing.

The following are the foundations of Google Analytics:

Measuring data using web analytics: To know how well your website is performing and how you can improve its performance, you need to measure its effectiveness. You

should identify and accurately measure the best performing marketing tools that delivered return on investment (ROI). Data like the traffic, their behaviour and conversion are useful metrics that help you in making informed business decisions. You can get in depth reports about the best performing content and goals reached.

Defining key performance indicators (KPIs): Defining your KPIs will help you in making your marketing decisions more impactful as the basis for selecting your marketing activities or where to put your money and efforts. Examples of key performance indicators are the parts of your website that attract more visitors. To name a few, they are the channel which helped you to acquire customers, the ROI of each marketing element or the page on your website that produced conversions.

Tracking business goals: Define your business goals clearly in terms of numbers so that you can turn them into the metrics to be measured. Add the tracking code in every page and Google Analytics will track these metrics and bring up insightful data accurately. The reports reveal how many conversions were achieved and from which marketing channel or tool.

Setting up e-commerce tracking: Google Analytics helps you understand visitor behaviour and interactions through its e-Commerce dashboard. You can easily set up a range of metrics like the pages that receive more visits, from which device, number of sales and value and time of buying. You can even know when the visitor leaves the site without completing the buying process. It helps you make suitable changes to make your site more shopper friendly to increase sales.

With the above knowledge you can regularly check your website's effectiveness in reaching your business goals. Understanding and implementing Google Analytics to enhance your website will help to achieve your business objectives in time.

Introduction to measuring data

Online marketing demands that your website use every strategy possible to achieve your business goals. You need to know how far you have moved in this direction and the marketing methods that helped you in this process. By knowing performance levels of each of your strategies and tools used in your website, you can enhance your website's performance with different approaches. Measuring and tracking the efficiency of your website gives you insights on how you can improve it and plan your budget accordingly.

Google Analytics is a widely used free program which gives you insightful and accurate statistical data about your site traffic. It helps you to measure the performance of different marketing tools used in your website. It is therefore necessary to prepare a measurement plan for setting up Google Analytics.

You have to first define and decide the benchmark to measure against for each of the following:

- Your business objectives and goals, in measurable terms
- Your target audience and the segments that drive success

- Strategies and tools that would help you achieve objectives
- Key Performance Indicators (KPI) that indicate the level of success

Measure success in terms of statistics, such as your target audience, their location, the device they used, pages they visit, time spent in each page, conversions, conversion rate, sales, cost per acquisition, abandonment rate and bounce rate. Measuring referrals, shares and downloads, etc. are important to choose the best performing marketing techniques for your business.

Google Analytics provides you with valuable data that you can base your marketing decisions and actions on. By tracking the effectiveness of key performance indicators and improving your website based on those results, you can ultimately increase the return on investment significantly.

How Google Analytics works

Google Analytics is a program that you can use to measure the performance of your website. It helps you to track the visitors to your website and produces data relating to the site visitors and their interactions. Using the results of your website you can increase the visitors, attract new customers, increase your brand awareness, educate your prospective clients, establish credibility and grow your business.

High quality content gets shared and re-shared multiple times. You can derive meaningful information about how effective the content is through reports generated by Google

Analytics by setting up appropriate queries and timeframes. It is also possible to find out how many visits have come through referrals from other sites.

You can find out which page or content is getting more shares on social networks.

Google Analytics is made up of three powerful elements, namely:

1. A JavaScript Code unique to each website
2. A service on Google's servers that collects data
3. An engine that processes data and creates reports

Setting up Google Analytics code: After creating your Google Analytics account you can generate the tracking code, which you need to place in every page of your website. It starts collecting visitor information, like if it is a new or returning visitor and more through 'cookies'. The collected visit information is sent to Google servers, where they are processed every few hours.

Configuration and data processing: The configuration you use while setting up your Google Analytics account takes care of aligning the data collected in accordance with your measurement plan. Google Analytics processes the data and creates reports. It categorises the visits into users and sessions. A process called aggregation then organises data as per your configuration rules to include or exclude appropriate information in the reports, using the specified formats.

Reporting: All the answers to your queries about your site traffic are available in the Google Analytics reports. The report on page views tells you about the popularity of your individual content, landing page and other pages. You can even find out which marketing channel is attracting more visits so that you can improve it further by tweaking it.

The reports usually contain excel sheets or tables with statistical information.

Defining your key performance indicators

Key Performance Indicators (KPIs) are metrics used by businesses to define, measure and refine factors that drive success. They are measurable data that represent the level of effectiveness of each marketing effort. KPIs, being financial and non-financial metrics, help pinpoint the exact strategy or tool that plays a critical role in measuring the success of your online business. KPIs are based on your clear business objectives and specific marketing goals in quantifiable terms.

The increase in the KPIs indicates the success of your online marketing and, ultimately, your business success. Google Analytics brings up accurate statistical data that you can use to optimise your resources and budget. You can track, learn and revise your online marketing with confidence. These specific metrics are vital to your site traffic, engagement and conversion.

The most important KPIs for an online business are:

- Cost per customer acquisition

- Cost of leads and sales
- Revenue, Brand Awareness and Market Share
- Return on Investment

So it is important that your website achieves an increase in a number of KPIs that are critical to your online success. They are:

- Number of site visitors (both new and repeat visitors)
- Number of leads
- Number of shares or referrals
- Number of conversions and conversion rate
- Number of downloads
- Number of sign-ups
- Number of sales
- Revenue

KPIs also help you to be vigilant - to check if there is an increase in the cost per acquisition of leads or sales, abandonment during the buying process, bounce rate (visitors leaving without browsing through your site), and frequency of complaints.

It is important to make sure that your website performs well in building your brand through customer loyalty for long term success of your Natural Therapy Business.

The importance of using goal tracking

Goals are landmarks of the progress you want to achieve in your business. By using goal conversion tracking you can efficiently measure and fine-tune your business objectives. Google Analytics requires you to define your goals in a quantifiable manner and set up codes for tracking each goal. Adding a monetary value to the goals helps you in measuring the ROI achieved from each of them.

You can track what actions visitors take on your website. The actions include clicks on your 'Calls to Action' buttons, like email subscribing, filling in forms, downloading, joining webinars and watching videos. The destination goal you set up enables you to know how many are new visitors, how many are returning visitors, which external links they clicked on to land here, and so on. Google Analytics tells you segments of the visitors using different devices (like desktop, tablet or mobile phones) through device tracking and tells you their screen dimensions and resolutions.

To maximise the return on your investment you must set up event goals to know how people are interacting with your website, the features visitors spend more time on, and from where you are getting conversions. Setting up goal funnels allows you to know visitors moving through all the steps of the event, and who abandons the process in the middle. This information helps you to know why visitors leave and what exactly you should do to improve the site performance.

The activities that are closer to generating revenue are the most important to track and you should set up event goals suitably. Use a value for the event if it generates revenue.

Some examples of goals are:

1. External links that send visitors to a page on your website
2. Time visitors spend on your website
3. Sign-ups for newsletters
4. Downloads
5. Clicking on “Register” or “Contact” buttons
6. Sharing via email or social media

Goal tracking is a great way to measure and analyse your website’s performance, to identify new approaches and increase conversions and conversion rate. Only then can you know the cost of each of the actions your site visitors take and the revenue generated. You can also identify non-performing elements and make suitable changes in your marketing strategy. More importantly you can track your brand building success in the current market and how to enhance it in the long run.

Setting up e-commerce tracking

Google Analytics makes it easy to track online purchases. You should set up E-Commerce tracking features in your pages containing shopping carts. You can find E-Commerce in

your Google Analytics menu on the left hand side. Similarly, reports on traffic also contain an E-Commerce tab for connecting E-Commerce activity to actual transactions. This enables you to know the transaction value. All of this must be implemented correctly to extract correct information for online success.

The data on each user's information is collected and added to a database. A specific referral link is added to the code in the order confirmation page to track this information. E-Commerce tracking gives you an idea of the value of each of your marketing campaigns and traffic sources when an extra code is added to your receipt page.

The steps involved in implementing Google Analytics' E-Commerce tracking on your website are as follows:

1. **Create transaction object:** First you should create a transaction object with all the information related to the transaction. For example, item ID, Price, Taxes, Shipping and Total are some important features of any transaction.
2. **Create item ID:** Create the Item object and then add it to the transaction object. The required fields will be item name, transaction ID, SKU (Stock Keeping Unit, which is a unique code for each item), category, unit price and quantity, among others.
3. **Add currency:** Transactions are carried out with multiple currencies and hence the currency should be included in E-Commerce tracking.
4. **Submit transaction code to Google Analytics:** The final step is to submit the transaction code of E-Commerce tracking to Google Analytics. It will start

tracking all the transactions happening on your web pages and collect data, like value of each transaction.

Don't forget to add the page view tracking to the pages where you set up E-Commerce tracking. It is also necessary to test the E-Commerce tracking function to make sure you get accurate information. Ensuring your website effectiveness is the core of increasing your client base, revenue and getting ahead of your competition.

UNDERSTANDING SEO

Search engine optimisation (SEO)

Search engine optimisation (SEO) is the process of improving the visibility of a website by increasing traffic by helping it rank higher in organic (non-paid, natural) search results. The process involves introducing technical and marketing elements that are search engine friendly. There are specific strategies, techniques and tactics that go into achieving a powerful search engine optimisation that ranks your site higher in search results. The higher the rank the greater is the chance of getting more targeted and quality leads for your business.

There are two types of site improvements done in SEO, namely onsite and offsite optimisation. Onsite SEO is the process of carefully selecting keywords to make effective search engine algorithms. It also takes care of improving textual content, images and other elements of the web pages. Offsite optimisation involves building backlinks from other relevant websites to get more visitors from other sources than the search engines.

SEO takes into consideration many factors relating to website traffic, such as what the audience are looking for and what exact search words or phrases they are using, how search engines work, and which search engines are preferred by your target audience. To optimise the website it is necessary to enhance the quality of content, using effective coding.

Other tactics are increasing the backlinks and the inbound links.

Search engine optimisation comprises activities like development of website with search engine friendly design, on-page optimisation with placement of proper elements at appropriate pages, preparation of informative and compelling content, and link building, among others.

Why use SEO?

- SEO helps business owners get higher organic search engine rankings by on-site and off-site methodologies.
- To improve the site's ranking with a well-researched set of keywords for specific time periods, enhancing the site's text with the right number of keywords to attract search engines.
- To launch a successful link building effort, using well written, informative and helpful content in an engaging and fun way for driving targeted traffic.

Studies have proved that traffic obtained from search engines is the life blood of any website and the business it represents. The traffic sent by search engines being targeted, can bring not only sales, but also helps in brand building and long standing business growth. That makes it all the more important to implement SEO on your website without any compromise.

How SEO works

SEO keeps evolving and becoming more sophisticated with each passing year. Studies have confirmed that organic searches drive the largest website traffic and revenue. Online marketers and businesses are well aware of the impact SEO has on brand awareness and business growth and use it strategically.

Search engines provide you with the much needed traffic to your website. Targeted traffic is the primary foundation on which your image building, revenue and market domination depend. Following the best practice optimisation helps the search engines index your site and accord higher search rankings.

Certain optimisation techniques are essential for achieving high ranking. Google has also recommended some specific SEO techniques. They have been proved highly effective through experience. Let us take a look at these optimisation techniques to understand how SEO works:

- **Content:** As content is always considered king, high quality content is critical to SEO success. Writing original, informative articles on topics in your niche that people are looking for.
- **Search engine friendly URL:** Adopt simplicity when choosing your website URL and make it clean and easy to read for visitors.
- **Focus on right keywords:** Use of the right keywords takes you in the right direction. So make sure to use a combination of several keywords, both general and

long tail keywords, tactfully. Use meta-tags in your content.

- **Include rich media:** Add a video or other visual elements and formats, like pdf, to your content.
- **Sitemap page:** Sitemaps help the search engine's spiders to crawl to pages and index them. They also play a big role in determining the best or most important pages.
- **Back linking:** Building natural back links improves the site's optimisation. Using paid or other unfair methods for building back links to your pages will lead to penalisation.
- **Internal link building:** Improve the navigation of your pages for visitors by linking your web pages to one another.

To achieve success with SEO for your website, you must follow best practices and effectively implement all the above optimisation techniques. It is of utmost importance to use attention to detail to include all of the above techniques.

Conducting keyword research

Keywords: Keywords are the words or phrases typed into the search box to find a website. When implementing SEO for your web pages you select the keywords in your niche and use them in your pages strategically. Each page should focus on a certain keyword or phrase. Creating many such pages targeting specific terms draws good targeted traffic to the site by ranking higher in search results.

Longer key phrases have the higher conversion rate than the single word queries as they indicate greater search intent. A query with more words in the search phrase has less competition and higher chance of getting search engine ranking. The “long tail Keywords” account for nearly 20 to 25% of Google searches each day. Keywords with less competition used in a higher number of searches attract high quality targeted traffic. The keywords should be reviewed monthly through analytics to determine their suitability. The right keywords will also assist you in achieving greater organic search results and improving your SEO outcomes.

Keyword research: Keyword Research is a SEO practice to find the exact terms people would use to do an internet search. The objective of keyword research is to compile a list of keywords that are precise, relevant and recall-worthy. You can learn which words and phrases are in high demand and also know about your prospects. Keywords provide the foundation for deciding the site design and developing content. Keyword research helps you know the demand, adapt to the changing market and tailor your web content to meet those expectations.

The steps in doing keyword research

1. **Prepare a list of relevant and important topics in your field of business:** Put on your thinking cap and come up with topics that are important to your business. Imagine being a buyer and try to find the most relevant topics that pop up around the buying process.
2. **Create multiple lists of keywords:** You can think of words and phrases that would fall under each of the

topics in your niche. List those key terms and phrases that you think would be used in searches. Through brainstorming you can easily make a list of general and complex phrases your potential customers would use and which you think would influence the search engine rankings for your web pages.

3. **Keyword research tools:** Tools such as Google Keyword Research Tool can give you an idea of keywords that people use in their searches. You can find out the search volume and estimated traffic for those keywords. You can also find suggestions related to your own keywords. This step may help you successfully create a well-researched keyword list for use in your web content. Google Keyword Planner and Google Trends can be put to effective use in keyword research.
4. **Check the search volume:** By finding out the search volume for each keyword or phrase, you can know the consumer demand for each of them. This step helps you to narrow down your keyword list and concentrate on other efforts. This way you can take a keyword and work on it to make a new one with less competition but getting more searches.
5. **Check competitor's performance for the keywords:** Knowing your competitor's rank for a particular keyword is important to refine and strengthen yours. With this quantitative data you can improve your site's ranking for those keywords to gain a competitive advantage.

As keyword search is considered a valuable and high return part of SEO, you should use keywords and phrases and design your content around them. That makes yours an authoritative website that brings targeted visitors to your site, ensuring good ROI.

Crafting a content strategy

Content marketing is an ongoing process. It will take time to get the desired results and your marketing strategy should also evolve with experience. Therefore you should have a long term mindset and insights that are data-driven, coupled with a sound knowledge of your target audience.

You need to plan your content in accordance with your marketing strategy.

Here are a few important things that you should include in your content marketing strategy.

- It should match the target audience's search demand and profile. Your content should be so engaging that it continuously receives social shares. Social data gives you insights on what your target audience are talking about in relation to your niche. These insights inspire you for great relevant content and interaction.
- Providing information, like a buyer's guide, can catch the attention of buyers. Integrate your researched keywords into your content strategically.
- Create fresh and up-to-date content and publish using an editorial calendar. This helps in seasonal promotion

and in spacing out your content for search engine listings.

- Analyse and revise your strategy regularly to check the progress through content strategy. Data like click through rates, blog comments, downloads and search engine rankings are important in redesigning your content. Put web analytics and keyword research to best use in getting your content relevant and getting your site ranked.
- Make sure to distribute your content across multiple channels such as blogs, social media posts, email marketing and 'how to' videos to maximise your visibility.
- Be sure to identify your key influencers, these are the people who share your business by recommending your services to a wider audience. They are impressed by your content and are motivated to spread your message via social shares, link backs and comments.

Content marketing is about impacting the visitor through all 3 stages of buying. They are creating awareness, effecting consideration and influencing the buying decision.

1. At the awareness stage you can provide content with free meaningful advice to reduce their pain or solve their problem.
2. In the second stage of consideration the prospects are already aware and know the available solutions. Your content should tell them how your solution is unique

and better than others in the market.

3. At the decision stage the buyer's focus is on the experience, such as the process and customer support. At this stage, your content should explain how yours is the right solution for them.

Including great content in your marketing mix is an ideal way to attract potential customers and generate revenue. Knowing the value of content marketing, marketers are leaning towards it in their online marketing strategy.

Leveraging local SEO

In today's internet-driven market, every business tries to go online even if they are targeting the local audience. The number of people using internet search to find local businesses is on the increase. Google reports that 97% of consumers are searching for local businesses, 40% of them are mobile searches and 20% of search queries are about local businesses. It is clear that optimising your website at a local level is a great way to achieve online success.

Strong planning and execution of SEO strategy is good but, to get the search to become hyper-targeted, local SEO strategy has become imperative. With Google reaffirming the focus on local searches, the strategies of SEO are also going local. Google tracks local information from websites and presents the best of them to people who search in a given location.

The following are some ideas to get you started on leveraging your local SEO:

Get on Google maps: First create a Google Business page with your correct address and get it mapped out in Google Maps. Ensure that your business shows up on Google's Street View, making it easy for people to find it. Mention in your address the neighbourhood where your business operates to sharpen your local SEO. Don't forget to include other landmarks like malls, buildings or parks so that Google can recognise your location.

Create local content: The best way to be found in local searches is to create relevant content that is specific to your city or location. Write about local events, festivals and local attractions that would catch the attention of locals.

Get genuine reviews: Requesting your happy customers or clients to write a good review of your services is a good approach to local SEO.

Maintain consistency: Using the same voice in all your marketing channels is important for your local SEO. The business name, address and all related information must match. This is an important factor effecting local search ranking.

Focus on keyword ranking: Your local SEO success depends on your local search ranking. Look at your keywords and find out how it performs against your competitors and if they are keeping you ahead of them.

Verify your listing: Ensure that your site appears on Google places. Check if your listing is optimised as they are the source of referral traffic. The success of local SEO depends on the accuracy of these listings.

Track the conversions: Implement the call tracking option in your website to follow the conversion funnel and ensure that you track calls. This will help in improving your ROI through local SEO.

The local SEO is a multifaceted activity requiring keen observation, analysis and correct implementation.

ONLINE ADVERTISING

Google Adwords search and display marketing

As new marketing strategies keep evolving with time, it is important to be innovative in our marketing campaigns. So where and when we place our ads also matters in getting the attention of people doing an internet search in your niche.

Paid search gives you a lot of insightful data, like the keywords that drive purchases and the right time for displaying your marketing message. A review of search query reports can help you understand consumer behaviour, such as those looking for information and those who have a buying intent.

The two approaches to advertising online with Google AdWords are using:

1. Google Search Network
2. Google Display Network

These approaches are completely different from each other.

The search network is more targeted towards those who are actively searching for a product or service. Your ads will appear on the Google search result pages (SERPs) and also on search partners, like AOL. Use search marketing with geo targeting to attract buyers near your location. For example, if your Therapy Centre is located in a certain neighbourhood, you can use its name and target the residents there.

The display network is aimed at a wider audience, with partners like YouTube, news sites and blogs and is used more for brand building. The display ads target consumers who are not in the shopping mode. They are online for other daily activities like checking emails, reading news or watching videos. You can still catch their attention with your banner ads by making them innovative and creative. Display highly targeted banner ads for reaching a relevant and select audience on a news website or other most visited sites.

Both have their own potential in promoting your business. Create your campaign with a marketing mix, using both of these approaches of PPC advertising using Google AdWords. Remember to make separate budget allocations for the two network-specific campaigns.

Introduction to search and display advertising

Search advertising

More and more marketers are turning to paid search advertising, as indicated by increasing revenues of Google and paid searches. Google boasts of a market share of 65% in paid search volumes and continues to grow. Hence, the huge potential of Pay Per Click marketing cannot be underestimated.

The power of search marketing lies in its ability to drive targeted traffic to your website. Knowing the identity, location, device, operating system used, past search behaviour and the keywords used for the search engines comes up with the most relevant information.

This is made possible by algorithms that are getting better and better, as search engines always compete with each other for reaching the potential customer.

The traffic generated by search engines is known as ‘organic’ traffic. Online ads attract potential customers who are seeking out your information or solution. Your ads are shown as a result of their search query. The search results are based on the type of copy, the site’s usability, and technology of online promotions, along with the visitor’s behaviour and search preferences.

Marketers know that the person using the search engine is in a hunt mode or shopping mode, after having done the research. They are in some stage of the buying activity. By designing your ads using best practices and, in the best possible way, using the above ingredients, you can get them to buy. Google provides templates for making this process easy and simple.

The drawback of search marketing ads is that they do not stand out because they are mostly text and not visually appealing. They lack in broad appeal, viral potential and ability to share. Thus they are incapable of attracting new customers due to their inability to resonate widely among consumers.

Display advertising

More than 90% of internet users are exposed to Display ads. You can get your marketing message to the world through Google (or any other display ad host) through your ad created with elements of mass appeal. The competition for display ads is, comparatively, much less.

Display ads have high visual appeal and may be created in different formats, like images, text, videos and more. They may be eye-catching and fun so as to make the viewer leave the current page to visit your site. Including elements like logos, photos and other interactive features helps in increasing your brand value. This cannot be achieved through text search ads and so gives you a definite advantage.

To derive maximum benefit from your display search ads, you should define your target audience clearly. Your audience profile should be based on their behavioural and psychographic attributes, along with their demographic details. With the help of this information you can create more targeted display ads for optimising your campaigns.

The disadvantage of display ads is that you do not have control over their placement. People also ignore ads and the click through rate is very low. The bad reputation of display ads is another downside. You can show display ads on a website that has content related to your field or to people who have already visited your site. You can also use behavioural targeting, which is based on their interests. Add value by providing content (such as educational material) on the display network.

Display ads help in brand-building so are used in reputable websites based on audience characteristics, with contextual and keyword targeting. Display ads are mostly banner ads of different sizes and shapes. Choose sites popular among your target audience to increase visibility of your brand.

Your company can benefit if you include search and display ads in a proper mix, with suitable budget allocation to promote your Natural Therapy Business.

Creating and launching text search ads

Search advertising is a method of getting searchers to visit your site by clicking on your online advertisement. Search ads produce high quality leads as those who click these ads and land on your website are people who are actively searching for the solution that you are providing. But creating text ads of high performance requires specific skill to make your ad persuasive enough to make people click it and visit your site.

Google AdWords helps advertisers to use the PPC format using the right keywords. When someone types a search query containing the keyword, your customised text ad will come up. You pay for the clicks your ad receives, so you need to bid on specific keywords relating to your business. To know the keywords that bring the best results, you should combine Analytics and customisation of your Actions.

Creating the text ad is also very simple.

Components of Text Search Ads are:

1. **The headline:** This gives you the primary opportunity to grab the attention of the searcher.
2. **Description lines:** You can use them to highlight the benefits of your offering and encourage the searcher to take the action you prefer.
3. **Display URL:** The URL of your website.
4. **Destination URL:** This is the URL you send the searcher to, a specific page like the landing page.

To optimise your text search ads follow these steps:

- Make your headline clear and descriptive with your service offerings. Including your company name also helps.
- Use keywords in your ad copy. Let the searcher find in the ad the benefits of your service. Google makes the keywords bold so they are eye-catching.
- Try out multiple ads consistently. Variations and test results guide you towards a killer text search ad.
- Include a specific and clear call to action in your ad.

Use of dynamic search ads helps in customising your search ads, making them highly targeted and helping you in knowing ongoing customer behaviour. They have also produced higher conversions and ROI.

Search engines use algorithms for providing the most relevant results for each search query. While doing so, they take into account the keywords along with other factors, like the searcher's location, device, operation system used and search behaviour. You can achieve success with continuous improvement and innovation.

Creating and launching display search ads

Online display advertising is using advertising space on websites to grab the visitor's attention. You can use rich media in your ads to make them eye-catching. Display search ads are usually banner ads in all sizes and shapes with interactive

elements and animation. You can pay for these ads on a cost per click (CPC) basis.

Google helps you, with the Display Planner Tool, to set up your display search ad. It is important to get visitors to click on your ads. For this purpose you have to create multiple ads using different approaches and see which one works for you. Find out which elements get a favourable response.

To launch your Display Search Ad campaign, follow these steps:

Define target audience: Make sure you are targeting the right people. It is important that your ad resonates with your audience. Based on the behavioural, psychographic and demographic details, you can define your target audience. This information also helps you to retarget those who visited your site but did not take action.

Choose your goals and KPIs: The first step is to decide what you expect the visitor to do upon seeing your ad. Key Performance Indicators (KPIs) are statistical data that help you measure your campaign results. The results are in terms of number of clicks, click through rates (CTR) or cost per click (CPC). If your goal is to increase sales, you should look at conversion rates. If your goal is brand building, the KPI is the number of clicks.

Be creative: Make your display ads eye-catching. There are different formats you can choose to make your ads capture the visitor's attention. You can make text ads with compelling and actionable copy, banner ads with graphics in it and embed video in it.

Track and Optimize: Tracking your KPIs is important for improving your ads to get better results. Find out which versions work well and increase them. You may remove non-performing ads and optimise your advertising budget.

Create a powerful landing page: After you succeed in getting the visitor to click on your ad, they will reach your landing page. This is where you have the opportunity to make conversions through your creative content and other elements for conversion. Being an important part of your display ad strategy, your landing page should generate good conversions.

Buy media: You can buy your ad space directly from publishers of blogs or website owners. Ad networks are also good sources to buy ad space for your display search ads.

To summarise, you should create eye-catching and engaging display ads and use different formats and media, and test and revise them for realising your business goals.

Deciding to use remarketing

Google AdWords Remarketing is a form of online advertising. It is a technique used in Google AdWords through the Google Display Network to show your ads to a specific audience who have already visited your website and left without taking action.

After creating your Google AdWords or Analytics account you can generate a free Remarketing code within your AdWords account. Then place this special code in all the pages in your website and it will place the code in the visitor's browser. Google AdWords will show your ads to these users through

the Google Display Network.

Remarketing has proved to be beneficial by increasing brand exposure and increasing your credibility, influencing them to become your customers. Using additional targeting methods, like users' demographics, time spent on your site, how many visits, amount spent, etc., you can increase your customer base. The disadvantage of remarketing is that users can opt out of viewing ads by adjusting their browser settings.

You can create your remarketing ads using text, graphics, videos and rich media. You can use Google's templates from a variety of banner sizes and formats and customise them for your Natural Therapy Business. Create highly-targeted remarketing ad campaigns with advanced techniques to improve your ad relevancy. You can choose CPC or CPM forms of payment.

Including Google Remarketing Ad strategy is a good way to increase your site traffic with quality leads, increase brand visibility and also achieve higher rates of conversions and sales. With the use of free tools, provided by Google, you can maximise your ROI with your online marketing efforts.

LEVERAGING SOCIAL MEDIA

Social media marketing

Social media marketing (SMM) is a form of online marketing that focuses on social media sites for gaining website traffic and attention to a brand. Content, such as videos or articles, are created for marketing purposes and viewers share them with others.

Information shared thus resonates with them, since they are from a trusted source. If someone likes it, they spread fast through networks like Facebook, Twitter, Instagram, Pinterest, Google+, LinkedIn and YouTube. Social networking sites are a big way to get across your marketing message to a large audience, especially to build brand awareness.

Define your audience well and tailor your content so that they are compelled to share it with others. They even recommend products or services they like in this way. Your social media marketing should focus on matching your marketing goals with what you want to achieve through it.

‘How to’ videos on YouTube are extremely popular and thus YouTube is effectively used as a marketing tool by marketers all over the world. Being present on location-based social media platforms, like FourSquare and Yelp, is good to create awareness for your brand and you can entice them with special offers.

You should have a good social marketing strategy that results in achieving an increase in market share or ROI.

To do that, your strategy should focus on:

- Increased website traffic
- Successful communication and audience interaction
- Creating a strong brand identity and increased awareness

Your social media marketing technique should adapt to each social media platform's environment. Customise your content to suit each of them. Make your conversations impactful through the right tone and visuals. You can also listen to feedback from audience through Google+ Community. Answer their questions or retweet when you get good reviews. Encourage recommendations on LinkedIn, as they form image building and credibility.

These are some of the ways through which you can reach a vast audience by exploiting the social media networks, using specific techniques.

Building a social media marketing plan

Social Media is a powerful tool of online marketing strategy. To achieve the best results, you should have in place a strategic social media marketing plan. Your strategy must be clear and should cover all aspects, like your marketing goals, what exactly you are aiming at, who the audience is and also the marketing activities of your competition.

This sound social media marketing plan will help you to stay on track.

It is important to make your social media marketing plan relevant to your business goals. Make sure to use the right tools for tracking and measuring each of the outcomes so that you can quantify the progress of your efforts. Analysing the results also helps in refining your marketing plan and techniques.

Important components of a social media marketing plan

1. **Clear knowledge of your audience:** It is necessary to understand the potential of each of the social media sites. For example, Facebook's audience is predominantly comprised of young women, whereas LinkedIn members are mostly male and professionals with higher education. With this knowledge you can target the right people with the right marketing message.
2. **Make your objectives measurable:** Your business objectives should be based on your business goals and should be in measurable terms, like an increase of 20% in site traffic.
3. **Observe your competition:** To get ahead of your competition you should be aware of their marketing tactics and create better campaigns for your business in the social media environment. By knowing their strengths and weaknesses, you can kick off discussions on topics and acquire a competitive edge.

4. **Create value on topics that matter:** Social media platforms are primarily meant for people to meet and chat. Find a way to offer value rather than obvious selling. You can do this by taking some frequently asked questions on relevant topics and providing answers to them through posts or videos. The audience will be receptive to product or service information inside true value content. Keep the audience engaged by encouraging them to comment or share them.
5. **Select your social media platforms:** Choose the right media channel for your business to target the most relevant audience.
6. **Adopt the right tone and frequency:** Use an editorial calendar to determine how frequently and how much to post, and also find a balance to avoid overdoing it. Your content plan should include guides, videos, infographics and more, for adding fresh content regularly.
7. **Use Analytics:** With free tools, like Google Analytics, you can easily measure the progress of your marketing efforts in quantifiable terms. With this information you can find out which activity works with which audience. You can also find out if you are missing out on any channel that your competition is using. Adapt your social media marketing based on those findings.

By putting into practice all of the above ideas you can develop a great social media marketing plan. Be open to audience preferences and try to modify your content. Keep up-to-date with valuable, engaging content while encouraging your

audience to share them with others. Ensure that your social media marketing plan is robust so as to take your Natural Therapy business to the next level.

Marketing with Facebook

Facebook offers unique opportunities to market your business, but you should clearly understand the difference between Facebook and other media. Facebook is regarded as a socialising space where you can meet and make new friends, chat with them and exchange photos, videos or share anything you like. Visitors are in a relaxed mood and conversations are light. So you must be careful not to use hard selling here, to avoid adverse results.

The following are experts' tips for a successful Facebook marketing campaign:

Set Goals and Create Strategy

Define your goal that you want to achieve through Facebook marketing, such as a percentage increase in your clients for your Natural Therapy Business during the 6 months of the campaign. Create a strategy as to what you would do to achieve that goal. You can post helpful posts with tips regularly and encourage them to comment or ask questions. Answer them quickly to keep them engaged.

1. **Set up and promote your Facebook page:** Register for your free Facebook account. You can create a business page with a distinct URL which you can use to promote your business. Give details of your Therapist business and the services you provide, with suitable images and

photos. Add details of your Facebook business page on your website. Use the Facebook page link on all your marketing material, like business card and email signature. Invite your customers and friends on other networks to visit this page.

2. **Post valuable content:** Post information that most people on Facebook enjoy. Use keywords in your profile and content. Your business page will come up for searches related to your business. Images get lots of likes and shares. You should write with a friendly and light-hearted tone and avoid being business-like.

They should be relevant to your business and in keeping with your brand values. Write a blog on your Facebook page, publish content and direct them to your website. Encourage discussion and feedback as positive comments work as an endorsement for your business.

3. **Make it fun:** Use pictures and videos with valuable and helpful information. To keep the audience entertained, you can include a quiz or games and encourage their participation. Reward your Facebook followers with prizes for contests, games with attractive offers to entice them and provide a link so that they can share with others. Giveaways and discounts for customer surveys are proven ways to get them to follow you.
4. **Use advertising:** Facebook lets you to place ads on the pages to target your potential customers, based on information like the demographics, likes, behaviour and their location. Use different approaches like

headlines and images so that Facebook optimises them and delivers the best ROI for you.

5. **Use Facebook Insights:** You can learn about the people who liked your page from Facebook Insights. Be sure to create posts tailored to your target audience, with quality content that meets their needs or interests. You can also find out how they connect with you and measure how each post is doing, then refine them based on these insights.

When using Facebook for marketing, remember that these pages must be interesting so that the users like and share them on a regular basis. Facebook is where you can reach specific people whom you can turn into your customers.

Marketing with Twitter

Millions of people visit Twitter and it has more than half a billion active users. Thus Twitter provides a good opportunity for businesses to reach a massive global audience. So it should be utilised as part of your marketing strategy. Though Tweets are only 140 characters in length, they can be used effectively for building a large Twitter following. There are many tricks and tips for harnessing the power of Twitter to market your business in a big way.

By voicing your opinions on Twitter on popular topics you can increase your Twitter following as Tweets go viral through a trending hashtag. You can use images and videos as they are known to increase clicks. Retweeting leaders in your field helps you to connect with them.

Your Twitter handle can be used to put your business among the trending topics for getting noticed.

Experts have recommended the following steps to make your Twitter marketing campaigns effective in promoting your business.

1. Carve out a strategy for Twitter marketing

Your strategy should be based on factors like

- whom you like to connect with
- what you are aiming to achieve
- what would be your value proposition
- your plan to entice Twitter visitors to your Facebook page or opt-in for your email list, etc.
- the resources you would use
- tools you would use for measuring your progress

2. Make your Twitter profile stand out

Set up your Twitter profile and page and learn the basics of Twitter language, the security and privacy settings and terms of service. Use a good quality profile photo and Twitter skin. Optimise your Twitter profile adding proper keywords and links.

3. Find, observe and follow leaders

You can find leaders in your niche using Twitter search and find people who tweet often in the topic of your niche. After observing their tone and topics you can start following them and compile your Twitter list. This will help you to be part of groups related to your business. Start participating in conversations by adding value, like adding a good point. You can retweet someone's Tweet. Follow those who post interesting and valuable information.

4. Build relationships

Giving your opinions, asking relevant questions or adding valuable points are activities that you can pursue in Twitter for building relationships with those who matter to your business.

With great Tweets that you post consistently, along with your blog posts, you can increase your website traffic and increase the number of Facebook likes. Respond promptly to other people's Tweets in your Twitter page.

Take part in conversations and make yourself part of a community by being authentic, professional and polite. This relationship-building will go a long way in establishing your credibility and market presence.

Remember to integrate Twitter with your other marketing activities. Use analytics to find the topics that are trending and know the demographic of your followers to target your content accordingly. Tweet often and interact with your followers.

As Twitter continues to expand, it will establish your brand and business strongly by using it correctly.

Marketing with LinkedIn

LinkedIn is a social networking site with a striking difference. When it comes to business or career, LinkedIn is the most preferred site for people, as the audience is made up of mostly professionals with higher income levels and education. It is therefore a platform more powerful than the other social networking sites.

The other difference is a totally different mindset with which users approach LinkedIn. The conversations are mostly geared towards forming partnerships and professional engagement. LinkedIn provides a great opportunity for users to build businesses or advance their careers. LinkedIn users are individuals with higher and professional qualifications, and are the decision makers in a professional environment.

LinkedIn allows you to do content marketing free of charge through 2 easy ways. One is by using short status updates and the other is by publishing articles, a longer format that engages and adds value to the audience.

After creating your LinkedIn profile you can leverage the community features of LinkedIn for marketing your business. You can communicate or collaborate with users, making use of the following features:

1. **LinkedIn company pages:** You can create a LinkedIn page for your Therapy business. Showcase your expertise and publish details of your services with your

address and also your website URL. Enhance the page with useful information about your services and other valuable content.

2. **LinkedIn answers:** You can share your knowledge with other users by answering their questions on topics related to your business and get recognition as an expert. You can post relevant questions that evoke great answers from experts worldwide. Connect with like-minded people in the network and forge business relationships.
3. **LinkedIn groups:** Join discussions in the LinkedIn groups and add value through your input in your areas of expertise. You can even create your own groups based on your interests. You can expand your circle of influence by adding value through discussions.

Using all these methods to stay connected with your target audience is the best way to market your therapy business on LinkedIn. Distribute your content to your audience in LinkedIn by publishing original, relevant and insightful articles or blogs. Be consistent, add value and broadcast your content to all your network connections for a wider reach and marketing success.

LinkedIn is considered worldwide as a valuable marketing tool by businesses and professionals. You should make it a part of your social marketing strategy to take your natural therapy business to the next level.

Marketing with Pinterest

Pinterest is a visual based social network that is gaining considerable popularity among business marketers. With millions of members and vast referral traffic, it is a goldmine for marketers, offering great value. Pinterest Pins spread 100 times faster than Tweets and several thousand times faster than Facebook posts.

You need to create a Pinterest Business Account (in addition to your personal account) to utilise its marketing potential. The terms of use differ and you should read and accept them. Pinterest is a self-paced and low key way for reaching a big audience.

Statistics have shown that each of the Pins drives 2 site visits and 6 page views, and are repined nearly 10 times. Pinterest has material that teaches you to maximise marketing effectiveness. Apart from webinars and other resources, Pinstitute, the interactive workshop, helps to connect with other Pinners.

Here are good strategies and methods for using in a successful Pinterest campaign:

- Use a custom Pinterest image along with your URL for branding.
- After starting your new boards on Pinterest, keep adding new content on a daily basis. Find good Pins and re-pin them after following interests on the site. Communicate with your followers with private messages to increase your popularity by engaging with them.

- Create some collaborative boards on Pinterest to reach new groups of Pinners. More people see your Pins and make your presence strong. Create valuable content to use for curating boards and build authority on the selected subject. These Pins get more interaction and are shared on other social networks.
- Share your Pins on your social media channels.
- It is important to create popular Pins in keeping with what your Pinterest followers are searching for. Knowing the popular Pin categories will help you in choosing the right one for your business. You should make use of its visual impact and use images that are relevant to your business and popular with your target audience.
- Pinterest analytics helps you track and analyse the effectiveness of your strategies.
- Pinterest newsletter and blog keep you updated with new tools, exclusively meant for business.
- Use Pin It Button, Promoted Pins and the Widget Builder as marketing tools for your Pinterest marketing.
- Use keywords in your description and the text should be short, relevant and useful.
- Always add a link to your blog or articles.
- Embed your Pins on your blog to get more re-pins.

- Use pinnable images for your posts. Add call-to Pins.
- Post your comments on your followers' Pins.

Including Pinterest in your online marketing strategy can definitely give your business larger exposure and brand awareness. Using Pinterest strategically can help you get a larger clientele, and retain them, for achieving better ROI and business growth.

USING VIDEO

Video marketing

The popularity of online videos is growing by leaps and bounds worldwide. YouTube monthly viewership has already exceeded one billion unique visitors. Of late, high speed connection has made it possible to stream HD web videos, making them instantly available on desk tops as well as mobile devices. Businesses use this ability to engage internet users through their interesting and useful content.

Studies have confirmed that most companies who have employed video marketing strategy have found this method to be successful. Brands have used 'how to' videos and tutorial videos effectively in their promotions.

The success stories of videos going viral have triggered a rapid growth in video marketing. Online videos are now considered as the future of content marketing. The Video on demand traffic is expected to treble in the year 2017. As online videos are able to provide information as well as entertainment, more and more marketers are inclined to increase their video marketing campaigns.

The concept of video marketing is simple. Create well done videos with high quality engaging content and post them on various relevant channels. Viewers will share them with others and it will spread fast online. Promote your videos on social media and across multiple channels, keeping in mind the needs of your target audience and making relevant videos.

With the development of advanced tools, it is easier than ever to create videos for marketing, with facilities of wider reach. You can make a video with a Smartphone and instantly upload it on free video channels, like YouTube, to reach potential customers. You can post videos, or their links, on other social media networks to get more exposure. A high quality video can even go viral through sharing and re-sharing on social media.

You can use analytics to find out how your videos are viewed and how the viewers engage with them. You can track the duration of views and repeat views and even drop off rates. You can know how your videos are working and make necessary improvements. Video marketing rewards are far more than the cost and the challenges involved.

Being a high-impact marketing strategy, video marketing is here to stay. Businesses find new ways of using video marketing in one way or another to increase their ROI or establish their brands. The ease of creating videos and their vast reach have made them favourites of all businesses, both big and small.

The impact of video marketing

According to a study, 73% of participants believe that video marketing produces high impact on marketing results and the ROI. 83% of these companies already use videos in their marketing efforts and 50% of them have used video content for email marketing campaigns. 52% of marketing professionals vouched that videos produce the best ROI.

1 out of 4 consumers use YouTube in the buying process for advice or reviews of the product or service. People look for

gifting ideas during festive seasons and search online videos for inspiration. 65% of a video's viewers visit the website immediately.

This is a good opportunity for marketers to take advantage of the huge potential to attract consumers' attention to their products or services, using an online video. Well-made holiday campaigns spread like wildfire.

Another opportunity comes for marketers to tap into the huge market by making videos for those people who use Facebook and other social media for announcing births, weddings, winning tournaments, etc.

85% of companies who use video marketing have found this approach to be successful. To state a great example, 'How to' videos have proved to be highly successful for Home Depot, a USA based company. Most companies have turned to video marketing to reach and engage a wider audience.

Facebook videos have now exceeded YouTube in viewership, with partnerships with video games. This is seen as a big opportunity for marketers and businesses to exploit the power of video marketing. There are other ways, like Influencer marketing, to tap into the big market potential through online video.

The above is a clear indication that video marketing is sure to dominate the marketing world. The impact of video marketing has proved its effectiveness beyond doubt. Study after study confirms the fact that video marketing will be the future of content marketing.

The reason for this growth is due to the ability of videos to satisfy peoples' need for information, as well as entertainment.

Video statistics have predicted that 74% of all internet users will be video watchers. Another study says that emails containing videos increase open rates by 20% and CTR by 2 to 3 times. The word video in the subject line reduces unsubscribe rates by 26%.

This rapid growth of online video is predicted by every study on this subject. Therapists can utilise the huge potential of this high impact video marketing strategy to increase their ROI and brand awareness.

Getting started with video marketing

The good news is that it is easy and affordable for small businesses to get started in video marketing. So it is definitely a great way to market your services online as a Natural Therapist. You can connect with your existing and potential customers through a series of online videos. Add a video to your website regularly to persist with your video marketing.

You can make sure that your videos lead to your marketing success in 3 ways.

Make videos that suit the video format

Videos can say more than that of a single post that uses text or images. So you can use videos effectively to convey your marketing messages subtly using stories, reviews or testimonials from different satisfied customers. You can also use videos to demonstrate a

‘thing’ in a better way than trying to write about it. It is easier to show how your service can solve the viewer’s problem.

Using multiple channels

You can host your videos on free channels like YouTube or use paid hosting, and you can embed your videos within your website. YouTube is the second largest search engine with a huge audience and has its own advantages. Placing your video on your website with paid hosting helps you in search engine rankings. The hybrid method is a combination of both of the above options.

Make it goal oriented

Decide the goal that you want to achieve through a video. You can increase your brand awareness, increase website traffic or increase conversions. Your video should lead to fulfilling those goals.

Having decided to make online videos, you can get started with making them. There are several ideas you can base your videos on for marketing your Therapist services online.

Introduction videos

You can make a video of yourself introducing yourself and your business to the viewers. This will add credibility to your business and make it easier to connect with your potential customers. You can tell the audience about your credentials and achievements. Then you can also explain to viewers how

your service is better than others. You can use story telling in your videos effectively to engage the viewers.

Demonstration videos

You can make videos of simple procedures that can help in managing common problems. The video should explain, and show in detail, how your solution solves their problems. More and more people watch videos before making a purchase decision, so you can make a convincing video for showcasing the effectiveness of your services. When they understand how your services are helpful they will want to try your services.

Testimonial videos

People who used your services and are satisfied, can give you a video testimonial about how effectively you helped with their problems. Happy clients like to recommend your services to others or give a positive review on video. Including video testimonials is a great way to attract new customers.

Video blog

Video blogs are called Vlogs. You can use video instead of text and images in your blogs to show off your expertise and the quality of your services. Make the video with useful information to be valuable to your audience. If they find it useful they will share it with others. This is a good way to increase traffic to your website. Make sure that people get answers to the most common questions related to your Therapy business.

Knowing the impact of video marketing and the ease with which you can add videos to your website, you can easily get started with video marketing. You can make different videos for specific purposes.

Creating compelling video content

Relevant and informative videos are known to offer big rewards. So it is important to understand how videos can be used effectively as a marketing media. Videos incorporate text, sounds and moving objects and work as a great media format. You can create unique videos by converting other content into videos.

When your video has all the elements (like visual, audio and text) in the right proportion with clear and valuable information, it is bound to engage the audience. Such informative and valuable videos are compelling and entice the viewer to take the next step. It is here that you make them click and visit your website.

Essential ingredients of marketing videos

A successful marketing video should be made with the following points in mind:

- **Story telling:** Your message in the video should fit into a story format that narrates a problem that peaks to a climax, and ends with a happy resolution. So create a narrative around the service you offer as a Therapist and how it has worked for a given problem. The video should have dialogue, emotive music and narration.

- **Include call to action:** Add a call to action that involves a simple action for viewers, to avoid losing a potential client. Make different videos for different actions, like downloading information, booking a free session, etc. This can be done by adding an onscreen text in the video. Make it with visual and audio elements that engage the audience and move them into taking action.
- **Keeping it under 1 minute:** The duration of your videos should ideally be under 1 minute. So make sure to select an idea that would fit into such a short video. This way you can make an impact in the viewers' mind and get more visits to your website or more enquiries. Snippets compiled, interviews and including different speakers are good examples of effective marketing videos.

The ever increasing number of visitors to video sites is in the millions, so it is necessary to tap into the highly impactful marketing medium of videos. Studies have proved, beyond doubt, the success of video marketing through increased ROI and brand awareness. Create compelling videos, incorporating all of the above ideas, for online success of your business as a Natural Therapist.

Promoting videos on YouTube

You can use a variety of strategies to promote your videos on YouTube. The purpose is to get more views and subscribers on YouTube to increase your popularity and get more visitors to your website.

The following are some effective ways to boost the viewership of your YouTube videos:

1. **Collaboration:** Find other vloggers (Video bloggers) on YouTube who have videos on topics related to yours. You can find someone who can appear as a guest on your videos, and vice versa, and capitalise on the viewership of both channels.
2. **Place videos on your own Blog and website:** You can add a link of your YouTube videos in your blogs.
3. **Share YouTube links in emails:** Send the links of your YouTube videos in your emails to your existing clients and subscribers who have opted in.
4. **Include call to action:** Remember to add a call to action in your videos, encouraging them to comment on or like and share your videos.
5. **Promote your videos in person:** Don't forget to ask your friends, relatives, associates and customers to view your YouTube videos and share them with others online.
6. **Focus on SEO strategies:** Remember to use SEO strategies in your videos to get your YouTube videos listed by search engines.
7. **Use press releases:** You can use press releases for reaching editors, other bloggers and media for free coverage of your YouTube videos, so as to serve your target audience in those channels.

8. **Use printed promotional material:** Add links to your YouTube video in your company's promotional print material, such as flyers or brochures. You can also include them in your traditional advertising, like newspaper ads.
9. **Share on social media:** Share your YouTube vlogs on social networking channels and link them to other networking sites. Post your video links to Facebook and Twitter to make your followers watch your YouTube videos. Entice them to share it so that it goes viral and you get more exposure to your vlogs.
10. **Use of keywords:** Use relevant keywords in your vlogs, tags and titles so that it is visible to search engines and people who are searching using those keywords. Thus you can get more views of your videos, and traffic to your website. By combining SEO techniques and social media you can see an increase in your subscribers.
11. **Forum participation:** Participate in forums related to your business and get actively involved. You can share your expertise as well as your YouTube videos.
12. **Contribution to publications and sites:** You can find websites and publications related to your topic and offer to contribute useful information through your guest posts. Include a link to your website and YouTube videos within your author bio. People who like your post will visit your website and watch your YouTube videos.

Implement these strategies to promote your YouTube videos so that they get increasing views and boost the popularity of your brand and service as a natural therapist.

EMAIL MARKETING ESSENTIALS

Email marketing

Email marketing refers to sending emails to customers or potential customers with a commercial message. In short, it is the use of email for marketing purposes. These emails may be used to advertise products or goods, solicit donations, or build brand awareness.

Email marketing is considered the best marketing method for it can be used to achieve the following marketing goals:

- Increasing sales
- Reducing marketing costs
- Generating leads
- Getting repeat business
- Increasing client loyalty

The emails are sent to existing customers or even a purchased email list. Email marketing allows you to use multiple formats, like text, image, video and more. You can send links to your promotional content. You must ensure that the content of the emails is engaging and relevant.

As emails now exceed 144 billion daily, email marketing has become the primary tool for marketing communication.

According to a study, referrals who became customers through emails are 50.8%, which was over and above the number from Facebook and Twitter users. Emails sent on weekends and evenings perform well as they got more open rates, click throughs and sales.

Understanding email marketing

It is helpful to know a few statistics about email marketing to realise its potential. 47% of emails are opened using mobile devices, like Smartphones and tablets. This is why you should use a responsive design for your online marketing. A one column design works well for mobile devices.

Using a bigger font size, and making your buttons obvious and in the top part of the screen is another way to get more attention.

Email marketing produces almost double the number of conversions from Facebook and Twitter. Since evening and weekend emails are fewer, they would stand out. This is a good opportunity to engage your prospective clients.

You can also use emails to re-engage your subscribers with specific messages. Use short and useful emails that keep you fresh in the minds of readers. You can also reward customers for their loyalty by sending out valuable giveaways.

Benefits of email marketing

- The main advantage of email marketing is its ability to boost ROI of the business. Every dollar spent on email marketing is found to bring in over \$40, which is the

highest in ROI.

- Sending a welcome email to new subscribers and telling them about your services is a good way to get them familiar with you. Sending emails regularly makes your subscribers come to you when the need arises because you stay in their minds.
- Emails with useful information can help in establishing your authority in the subject and also showcase your expertise.
- Newsletters are a good way to send tips or 'how to' tutorials. You should use this medium to educate your audience with valuable information.
- Emails are great for building relationships with your customers as you can use a variety of emails, e.g. sending a welcome email to a new subscriber with information about your services and special offers.
- Emails containing testimonials from satisfied customers can help in boosting customers' loyalty. You can also request reorders through emails.

Statistics reveal that about 50% of the recipients of emails click on a link within the email as they find the offer interesting. Compared to traditional marketing, email marketing is more affordable. Email allows you to address your audience on a one-on-one basis. Email marketing can be used to reach beyond boundaries and people around the world.

Creating an email marketing plan

An email marketing plan is helpful to improve your online marketing success. It is important to remain organised and manage your email campaigns to keep track of them. Having a plan will help and guide you in the right direction and keep you focused.

Your subject line should be relevant, intriguing, powerful and attention-grabbing, without being a sales pitch. It should contain a compelling reason to open the email. The body of the email should carry a benefit to the reader, such as a discount, an upcoming event or a latest development in the field of your activity. Better still, include a coupon code with a generous discount and a deadline to entice them to open your email and take action right away.

A plan will give a purpose and structure to your email marketing campaign. Here are the most important steps in creating your email marketing plan:

1. **Define the purpose:** As a small business owner, your aim is to stay in the minds of your target audience. This is possible only if you keep them engaged with content that is engaging and useful. When the need arises, your name will come to mind first.

Think about what you can offer them through your emails, what would they like to hear from you and the things that can help in managing their problems, etc. You can also stay in touch with your subscribers and build relationships with them, encouraging them to comment or ask questions, or you can build your brand

awareness. You may also set goals, like achieving an increase in your subscriber base by 20% in 3 months.

2. **Decide your audience:** Having decided to use email marketing, you should decide to whom you will send those emails. You can find the demographics of your prospects in social media sites. Understanding the readers gives ideas on what to write about. You can even ask the audience what they would like to hear from you.
3. **Build and grow your email list:** Offer your audience a valuable and useful giveaway and encourage your audience to sign up for your newsletters. If they find it useful, they will want to hear more from you. You can also keep them asking for more by giving away useful information and gifts to downloads, like informative videos or e-books. Offering incentives that are valuable can really increase the number of subscribers.
4. **Plan your content:** Having decided your goals and audience and having started your email list, you need to focus on what to write in your marketing emails. The emails should be relevant and helpful to the audience. You can write to them about your credentials and the quality of services you offer as a Natural Therapist.

You can also offer special discounts or free consultations for a limited period. Give some relevant and valuable information in your emails so that they look forward to more and do not unsubscribe. You can include a series of tips, case studies and success stories in email campaigns. Include links to articles and videos on your

websites so that they can visit and learn more about you and your services.

Using plain text in emails is a good strategy for relationship-building as they look like personal emails. Get ideas by going through your competitor's emails. Write short and keyword-rich catchy subject lines to attract instant attention.

Your subject line should be relevant, intriguing, powerful and attention-grabbing, without being a sales pitch. It should contain a compelling reason to open the email. The body of the email should carry a benefit to the reader, such as a discount. Better still, include a coupon code with a generous discount and a deadline to entice them to open your email and take action right away. Maintain the same tone in all your emails.

5. **Decide a timeline for sending:** Setting the frequency of your emails is the next step in your email marketing plan. Weekly emails are a good choice so that the audience will not feel overwhelmed by a barrage of emails. You can also use monthly emails, and promotion codes work really well. Find the right balance according to your audience profile. Timing the emails on weekends is a good strategy as they get opened more than on other days.
6. **Test, learn and refine:** After measuring the results of each approach, email marketing needs to be improved constantly. You can target people who left your website before making the purchase, or request existing

customers to come back for a repeat visit, and also have content tailored for different groups.

In short, make a plan for your email campaign with stand-out content that is relevant and interesting. Long subject lines elicit more clicks and shorter ones get opened more. The best time to send marketing emails is between 8:00 PM and midnight. Make sure to include giveaways once in a while to keep the audience subscribed. Use responsive design to get a higher open rate from mobile users. Using email marketing software helps you in legal compliance.

Sticking to your email marketing plan can take your email marketing, and your overall marketing, to the next level.

Tools to help create successful email marketing campaigns

Advancement in technology has impacted the process of email marketing in a positive way. Email marketing software and advanced systems have reduced the burden of sending emails manually. The automated systems take care of design, using multimedia in emails that can produce amazing results, like good ROI and conversions.

Email marketing tools are available for different specific needs. The customised email templates make it easy for you to create your promotional emails in no time at all. There is a tool for managing your email lists and you can categorise your audience and send separate campaigns for each category.

Let us look at a few tools that would give you an edge over your competition in email marketing:

1. **Litmus:** Litmus provides free highly useful email tools. You can also get advanced tools in paid plans. It is useful in testing and tracking your emails, like the browsers, ISPs and devices used. You can check if your emails are optimised for devices like Apple, Android and Windows. You can also put your links to the test. An ESP tracking feature helps you in getting data, such as how your email was opened, the duration of reading it and was it forwarded and printed.
2. **Scope:** Scope is software that allows you to review both your desktop and mobile previews on your emails. In addition, you can also use the Code Inspector in it to check the emails that you received and look into their strategies.
3. **Subject line checker:** This tool will help you to decide your subject line. You can use it to see how your subject line will appear to different audiences and users of different devices.
4. **MailChimp:** The free tools of MailChimp help you in knowing the things that work and those that don't. You can find out the best keywords that worked for others and you can get inspiration. You can work on creating your campaigns while the import list feature is at work. You can send emails to any specific segment of your list easily. You can also integrate social media channels and post updates regularly.
5. **Hemingway App:** You can use this tool to check if your email copy is clear. You can check that your copy is not confusing to the audience by usage of terminology.

6. **Flashissue:** Flashissue is a handy tool for sending email newsletters. You can combine content curation with email marketing. It makes it easy to take content from blog posts, or from your website, for your newsletter. It helps in making a tailored email newsletter by changing the headlines or other content. You can find lots of functionality, even in the free version.
7. **Constant Contact:** Constant Contact helps you select from a large collection of design templates or even in designing your own. You can use images, polls, links to videos and surveys and more. You can import text and images into your emails. You can find the number of forwards and click throughs, bounces, complaints and opt-outs. You can add buttons for social media sharing to get more website traffic.
8. **iContact:** You can get HTML coding options along with marketing templates. It helps you to add a sign-up form to your website, for turning visitors into subscribers. You can also filter your audience for specific emails. It comes with social media friendly features. It has also got an autoresponder to send automatic welcome messages to new subscribers, birthday greetings or send email coupons.
9. **Aweber:** The autoresponder of Aweber provides you with more than 150 email templates to choose from. The Aweber API saves you time and helps you to use your customer data.
10. **GetResponse:** You can create professional quality email marketing campaigns using GetResponse, as

it maintains your contact lists efficiently. You can find the number of clicks on your links, complaints, unsubscribes and the reasons, etc. You can also find the number of mails that failed to arrive and why. It displays data in pie charts and graphs. You can view the summary of surveys that you send out and can also take advantage of email and chat support.

11. **Campaigner:** You can integrate all your social media accounts with Campaigner's email marketing system. It enables you to track your campaigns on the go through an iPhone mobile app. It has an email creation tool and hundreds of templates. It comes with list management tools and sorting filters. Reports, with useful statistics, can be downloaded. It automatically removes unsubscribed email addresses from your mailing list.

A variety of email marketing tools are available to make your email marketing easier and more effective. You can choose the most suitable one for your Therapist business to reach your target audience through email marketing. By tracking the effectiveness of each campaign, you can optimise your campaigns in a better way to take your business to the next level.

Measuring the success of email

According to the 2013 Email Marketing Study by Experian Marketing Services, personalised emails have produced 6 times higher rates of transactions and revenue per email. The ultimate aim is to boost the revenue generated by each email. This determines the success of the email campaign.

You need to accurately measure the results of email campaigns to optimise your email marketing efforts for higher revenue generation. For this purpose, it is necessary to track the number of emails opened, number of clicks, which links received more clicks, number of complaints and unsubscribes. This data helps you to determine which approach works best.

Review these results on a regular basis to understand the metrics and tweak your email marketing accordingly.

Let us take a look each of these metrics:

1. Open rate of emails

Most marketers pay attention to the number of emails that get opened. The open rate reflects the strength of your subject line. This number indicates how many people have seen your subject line. There is no indication of how many clicks your links received or if they viewed the images and other details in the body of the email.

2. Click-through rate

The Click-Through rate tracks the number of clicks received by each call-to-action or link. The content of your email should be compelling enough to get the reader to click on the links. The attention span of readers lasts for only 8 seconds so you should make sure you capture their attention instantly. Therefore you should ensure that your copy has just enough convincing information for a quick glance.

3. Complaints and unsubscribes

The number of unsubscribes and complaints can drastically reduce the size of your email list. When people or the servers 'mark as spam' your email and when readers unsubscribe, you may face this problem. Try to keep it less than 1% and keep building your email list consistently.

4. Click-out rates

The click-out rate (CTO) is the rate of clicks divided by the number of opens. It shows how many people who opened your mails have clicked on the link in the body. It shows the performance of the email's body, its subject line and the overall success of your email marketing effort. These numbers throw light on important results for you to make improvements to your email campaigns.

Looking at how many leads you get through your email campaigns can give you an idea of what works. It is not enough to just generate traffic, it is the leads and conversions that are more important. So try to find how many people downloaded material from your website and made calls or email enquiries. This can be used for your follow up strategy through emails.

Track the ability of your emails to win deals through your leads from emails. You should also track the comments on your articles, people who emailed you after reading your content, if they are sharing them on social media, and the amount of buzz they create.

To tag your links manually, use Google Analytics URL builder which is a free tool. It is easy to incorporate a nice link into

your email campaigns. You can also use Campaign Monitor to get all your campaigns automatically tagged. Advanced segment helps you to filter your site visitors through reports about people who visited through search engines or through your email campaigns.

So set up Campaign Tracking so that Google Analytics can track them and show you various statistics vital to your marketing. It tracks and classifies the traffic on where they came from and which method produced the highest number of visitors.

To summarise, you know exactly the performance of your email marketing by tracking the results of your email campaigns. You can get the right balance in your online marketing by monitoring, reviewing and improving your email marketing efforts. You will find that you are moving towards your business success.

CONTENT IS KING

Content marketing

Content marketing rules the roost when it comes to online marketing. It is also considered as the present and future of marketing in the business world. It was found that 61% of consumers are more likely to buy based on custom content by companies.

Content marketing has become an essential part of marketing campaigns because it works. Remember that content marketing takes a lot of time, effort and cost (to some extent). Your marketing content needs to be relevant, focused on your business goals and also satisfy your potential customers' needs.

The content should have the right balance of being informative and entertaining.

Your focus should be in any one of these:

1. Showcasing your expertise
2. Building and nurturing relationship with your target audience
3. Increasing brand awareness
4. Increasing website traffic
5. Increasing leads conversions and sales.

You can use different formats of content for marketing your Natural Therapy Business. The most common formats are blog posts or articles, videos and infographics, animations, diagrams, tutorials and podcasts. Articles and blogs, being text, can be used to educate or inform and inspire your audience. Infographics have an element of entertainment so that they are fun to watch and often get shared.

Keep your content relevant to your field of expertise and to your business goals, without forgetting the expectations of your target audience. Use more non-selling content, keep your sales pitch to a minimum and focus on adding value to your customers.

Add links to your other content at the end of your articles to increase page views. Blogging is a great way to showcase your expertise. You can use testimonial videos that can work as a promotional tool.

Don't forget to add a 'Call to Action' button at appropriate places in your content. To increase the number of shares and engagement, use visual elements in your content. Free tools are available to help you add visuals to your content. Include your brand name in the visuals to increase brand awareness.

The idea of content marketing is to tie your business goals to the needs of your market through engaging and useful content. Most of the tools used in content marketing are free and help with creating your content easily and quickly.

What is content marketing?

Content marketing can be defined as a way to attract and engage your target audience using engaging and useful content. Through content marketing you can tailor your content, like blog posts, videos, Tweets, and podcasts, in such a way that they are in line with your clients' expectations and fit your business goals.

Content marketing can be successfully used to tell stories around your client's experience or woven around the audience personalities and their buying patterns. You can establish an emotional connect with your audience by creating engaging and educational content.

Conversational, authentic and humane stories and messages make good marketing content. The content should be able to drive the reader towards a purchase decision. They should be entertaining as well as educational for the readers so that they want to hear more from you.

Content marketing uses many types of content, such as articles, blogs, white papers, webinars, Tweets, videos and more. They can help you in establishing your brand and establishing yourself as a thought leader, or for influencing the audience in their purchase decisions. While the content shows off your expertise, it builds trust in your brand and services.

Sending the right message to your customers at the right time is the key to success in content marketing. So make sure that your website has the right content mix that is relevant and fresh. When you educate your target audience through valuable content, it boosts your credibility. Measure your

content's performance regularly to make suitable changes for improvement and better performance.

Content creation has to go through the following stages:

- Planning
- Creation
- Publishing
- Measurement

You can plan your content marketing to fit your specific goals. So plan your content in such a way that helps your customers, while reducing costs.

Stories that can shake beliefs or evoke emotions and opinions are known to be successful in content marketing. Create interesting stories and post them on social media pages for getting likes, shares and feedback. Share on other social media, like LinkedIn and Google+ for a wider reach. You can get more out of your content marketing.

Using content marketing effectively, you can achieve credibility and brand awareness for your company and also increase the ROI of your business through better conversions.

How to create content

Content marketing works as it has the ability to engage, educate and inform the audience.

It requires a lot of effort to create specific content for different audiences and lead them to their buying decisions.

You need to create useful content that connects your business with the needs of your potential customers. Your content mix should be the right balance of information and marketing elements.

The most proven ways to create awesome content that works every time and enhance business opportunities are as follows:

1. **Make an emotional connection:** It has been established that there is a strong relationship between emotion and content going viral. Content that surprises, provokes and stirs the beliefs are found to spread fast. People share content that they found controversial, shocking and surprising. You can think of content that convinced you to take action and can create similar content for your own Therapy business.
2. **Remember to incorporate SEO:** When you create a blog post or write an article, use keywords appropriately in their title and body. Optimise your content so that it attracts search engines and gets ranked. Using long tail keywords in your blogs is a great strategy to drive consistent traffic.
3. **Define your objectives:** You should first decide what content to use to achieve what. For example you may want to increase the brand awareness and improve customer loyalty, inform and educate your target audience, increase your lead generation or increase conversions.

Each bit of the content should address a specific purpose.

4. **Address Audience Needs:** Make sure to connect with the right audience. Research what your target audience is looking for and address those needs using your content. Use social media conversations to find topics of interest for content creation. Use the audience profile to know what would be useful and interesting for them or ask them what they want.

Make use of frequently asked questions in your niche and create a blog or video on those topics. Blogs or videos with such useful information get shared widely. Examples of useful content are tutorial videos, success stories of clients and case studies. Other examples are social media content with surprise elements and informative blogs about new trends and developments in your field.

5. **Decide the content mix and timeline:** Success of your content depends on how you time your content marketing campaigns. Sending fortnightly newsletters is found to be a great strategy. Sending weekly emails for relationship building, and periodically using videos and podcasts in your blog posts and social media posts also works well.

Always include a call to action in your content and ask your audience to comment on and share the content.

With the above ideas you can create great content that can fulfil your audience needs and increase your customer base and ROI.

Setting up a blog

One of the most popular tools in communication and information sharing is blogging. Blogging is used by marketers effectively all over the world.

You can set up your own blog using mostly free tools within minutes. You need to decide on a blogging niche which is relevant to your business, in your case the specific field of activity in Natural Therapy. You can set up your blog following the steps described below:

1. Decide your blogging platform

Among the many blogging platforms, WordPress is the most popular among bloggers worldwide. Over 82 million bloggers use it. Blogger and Tumblr are other alternatives. WordPress blog is free and easy to set up. You can choose from a huge collection of themes and layouts. The support forum is at hand to help. The functionality and speed are great and makes interaction, sharing and comments very easy.

2. Decide on your web hosting

Hosting is the service that puts your blog on the web. The contents are saved in their servers. You can choose between self-hosting and the free hosting for your blog site. With the free service you will not get your own domain name, you cannot monetise them fully and will face limitations in incorporating certain features.

3. Decide your domain name

The domain name is called URL or the web address of your website or blog site. The cost of domain names is around \$10 per year. The domain name must be relevant to your business and should contain keywords or phrases so that you get a continuous flow of visitors to your blog via search engines.

4. Choose the theme and start blogging

Choose a theme of your liking that is simple and relevant to your niche. Take care to keep it user-friendly and clutter-free. Use keywords or phrases in the titles of your blogs. Add suitable tags rich in keywords. You can include images and videos in appropriate places. Make use of links and buttons for calls to action. Keep updating your blogs regularly.

The above are important steps in setting up a blog and The Admin panel is helpful in guiding you through the process.

Conclusion of natural marketing mastery

We have discussed the what, why and how of online marketing in this guide. As the marketing world is dominated by online marketing, your business as a Natural Therapist should not miss out on a piece of this cake. The benefits of online marketing over traditional marketing are so many that the majority of businesses turn to online marketing.

Why is online marketing so important? The most common benefits of online marketing are explained below.

Wide reach: The internet connects you to the world, literally. That means marketers can reach out to the target audience from all over the world. You can reach out to your potential

customers via the internet with your marketing message. It even allows you to target an audience based on their location.

Versatile: You can reach your target audience in a variety of ways to inform, entertain and interact with them. You can also enhance your customer service and customer relations using the relevant tools. Online marketing offers a wide range of technologies to build customer relationships, build brand loyalty and enhance your credibility and image. You can use text, visuals, sounds and colours to maximum effect and promote your business online.

Interactive: Whether it is your website or other channels, like social media, you can elicit audience reaction quickly and with ease. You can encourage your audience to share your content or ask for their comments and feedback. That means more visitors to your site and more opportunity to achieve conversions and increase ROI.

Immediate impact: Online marketing brings immediate results for each of your efforts. When people see your offer and like it, they immediately take action, like subscribing to your email list, downloading a video or e-book and even making a purchase or making a call. The immediacy reduces the time lapse between your marketing message and the consumer reaction. As people can access the internet 24 hours a the day, there is no time limit for your messages to reach them.

Cost effective: Traditional advertising and marketing through TV, billboards, radio and print media are expensive and produce moderate results. Online marketing is more effective at a lower cost.

The internet has greatly impacted the way people like to communicate or do business. The ability to reach out to a wider audience and the ease of communicating enables business owners to leverage the internet's power to achieve their marketing goals. Online marketing has become essential for businesses big or small and it is here to stay.

Final say...

Congratulations! You made it to the end. We have covered a great deal in this guide and you're either feeling overwhelmed or excited, or maybe a bit of both.

The key is to start somewhere. Rome wasn't built in a day. Engage the skills of competent and reliable people who know this field inside and out and you'll be well on the way to securing your online presence and achieving Natural Marketing Mastery.

I wish you every success!



Lawrence Ellyard, CEO IICT.

P.S...

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