



## Creative Web Marketing Plan

An effective web marketing plan needs to be comprehensive, logically organized, and efficient. It needs to cover the basic essentials which are, Internet advertising opportunities, advanced features and interactive PR in order to effectively generate leads and raise your online visibility.

We have compiled the essentials of a successful web marketing and PR program plan. Ask yourself these questions.



**1. Did You develop a solid website?** Your website is the starting point and focal point for all online marketing and PR efforts. This includes website strategy, graphic design, content writing, navigation and usability, as well as developing clean code and verifying its compliance with both Search Engines and Browser Compatibility. We all know when we visit a website that doesn't capture our interest in the first few seconds; we tend to leave the website before clicking through to what may be a good service or product. Did You inc. will consult on every aspect of that website. Our recommendations will provide deep insight as to possible deficiencies within the code and the content. If it's not broken, we don't fix it, but if it is not successful in driving the correct objectives then we can work with your developers to improve the website. Our Developer Rates are also available.



**2. Did You perform search engine optimization (SEO) activities?** This includes generating meta tags and image alt tags and registering your site with the major search engines. Once internal SEO activities are complete you can turn your attention to external SEO (obtaining relevant links). Did You Inc. works within the code and content of every page to improve the SEO results. Although we cannot guarantee the page rank, we can guarantee that improving these basic strategies will increase your chances within the organic search. This will result in an increase of clicks to your website.

**3. Did You identify related sites for linking, listing and Internet advertising opportunities?** This is a tedious but important effort: Did You Inc. will run top search phrases most relevant to your website through the three major search engines and maximize the keywords needed to drive results. We then develop a process to identify every site that appears in the top 20 positions for each term. If your site misses these pages or does not show up in the first 2 pages, we have a solution to improve this problem. We will time stamp the progress of your website each month as it appears on these major search engines. Our clear objective is to have your domain appear within the top 10 links on Google\*.

**4. Did You develop an online lead-generation program?** Internet marketing and advertising can take many forms, from search engine ads to private ad networks, white paper promotion, sponsorships, newsletter ads, and many more. Did You Inc. will create content and promote your brand through various programs mentioned above, our objective is to measure the reactions to your campaigns and improve them when we have not achieved optimal results. This provides you with a constant effort to attract only those who may be lingering onto other websites and find your offer useful.



**5. Did You design an email advertising program?** This may include email blasts to a rented list or your own internal house list for lead generation. For nurturing long-term leads, a well-written internal newsletter is a productive way to stay in touch. Word of Mouth is by far the most proven method for marketing, and what better way to spread your message than from those clients that already know your brand. Did You inc. will work with your organization to create and manage very low intrusive email campaigns targeted to increasing your clients knowledge on how they can help your business. I am sure you know a good Lawyer, Doctor, Realtor or Teacher.

**6. Did You utilize blogs, podcasts and webcasts?** A blog is a way to create and foster a dialog with your prospects and customers, but it requires a fairly substantial investment of time and intellectual effort to keep it fresh. To be effective, new posts must be added every 3-7 days. One way Did You Inc. helps your brand is by developing relationships with influential bloggers in your industry as part of your interactive PR efforts, or periodically "guest blogging" on one or more of these blogs.

We will periodically recommend a Podcast and or webcast as alternative presentation methods for white paper-like content; help the audience solve a problem or better understand an industry issue, "sponsored" by your company.

Providing General Public Information broadcasts can improve your reputation in the area of expertise, but also help place your brand high up in SEO with the constant readership it will generate.

**7. Did You develop an interactive PR program?** Did You Inc. may use tactics such as online press room, blogs, social tagging and a web-based PR distribution service such as PRWeb\* or MarketWire\* to disseminate your well written press releases. Google\*



Apps allow us to keep your website more compliant with other websites, these programs allow other blogs or RSS feeds to pick up on your story and brand, and effectively spread your reach around the globe.

Finally, Did You Inc. will test, modify, and retest until you get the results you are seeking, by using effective web analytics we can provide you with clear visibility into every visitor to your website.

## PROPOSAL

Our next step will be to define a clear budget and plan, we can setup some discovery meetings. We work within a set range of hours per month for the defined budget, although some projects may exceed the billable allowed hours per month, we will work within your budget to avoid any additional billable hours when possible and roll them into the following month. The budget covers the labor and expertise of Did You inc. and does not include any third party fees that may be billed for the marketing plans needs.

Thank You,  
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