

Using the Internet for Marketing & Sales

How to use the Web to
influence people & make friends.

by Rob Hendrickson
HorseAdvertisingNetwork.com

“Fairly” Popular Technology

- Economical
- Used successfully in other industries
- Adopted by best cattle sales
- Helps carry your message farther
- Reach new people, Extend your “voice”
- Easy to set-up and use
- Has helped sell MILLIONS of cattle!

Excuses for NOT using the technology

- Mechanics can be confusing / complex
- It costs money
- You CAN sell cattle without it
- The technology keeps changing
- “I don’t know how it works.”
- “I can’t even turn it on.”

What's the Technology
I'm Talking About?

The Microphone



Internet Is Just Another Tool (Media)

- A communication device
- Only as useful as you make it
- It is a powerful medium
 - Many people have adopted it quickly
 - Fairly inexpensive to participate
 - It gives mass voice for niche business

Starts with One-Page Marketing Plan

- Print
- Mail
- TV/Radio
- Events - Stock shows etc.
- Associations
- Web
 - Where, What

Website Marketing

- What is Web Marketing?
 - Techniques to build awareness & drive traffic
 - Potential customers
- Why web marketing?
 - Because you Build It doesn't mean they will come



Website Marketing

- Working Parts
 - Website (General Information)
 - Landing Pages (Shoppers into Buyers)
 - Banner Ads
 - Search Engine Marketing
 - Email Marketing
 - Social Media

The Website

- Developing the Store
 - Google Sites, Wordpress, Tumblr, Weebly, Wix
 - Outsource the development - Telephone
 - Set it up for easy maintenance
- Maintenance
 - Plan your content
 - Set a schedule

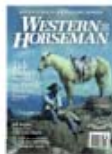
Landing Pages

- One Goal
 - Get the user/reader to take action
 - Digital Salesperson
- Specific message (One)
- Use every means available to convince
 - Photos, Video, Sales copy
 - An eyeball is a terrible thing to waste



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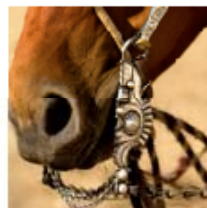
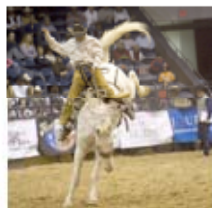
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Banner Advertising

- Both Image & DR Advertising
- Great way to test message
 - What works for you
- Broad reach
 - Online Ad Networks - Multi sites one tool
- Economical way to create frequency
 - It's not “if” you need a cow, it's “when”
 - ;-)

Search Engine Marketing

- Access to Information
- Two types for marketing
 - Free (Organic)
 - Paid



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Search Engine Marketing

- Free (Organic)
 - Good website construction
 - Hard to do
 - Sounds “free” but usually not
- Paid
 - Instant
 - Costs money
 - Make it timely (Short run before sale)

Email Marketing

- Rented email lists
 - Associations
 - Sale Management Companies
 - Publications
- Build your own list
 - Very Valuable
- eNewsletters - Blog
 - Letter to a group of friends

Social Media

- What the hell is it and how do I do it?
 - Easy & Cheap
 - It's not "All that."
 - Can be effective if done correctly.
- How I explained it to my Dad
 - Coffee Shop Talk - New Calves, Weather & Prices
- The Three Superstars
 - Facebook, Twitter & Forums

Conclusion

- Just another medium
 - Don't be over or underwhelmed
 - Very flexible & effective
- Have a marketing plan (overall)
- Get started!
- Questions?