



Guide to Selling on the Internet

Alex Romero

Capture customers on the Internet and improve your global sales





INDEX

- 1. Prepare for Online Marketing 3
 - Website 3
 - Google Analytics 4
 - Google Search Console..... 4
 - Google My Business 5
 - Social Media Profiles 5
 - SEO and LOCAL SEO 6
- 2. Capture your Customers Online 7
 - Get started with Google 7
 - Understand your competitors' strategy 7
 - Know your target audience..... 8
 - Create useful content for your customers 8
 - Online marketing is an investment..... 8
 - Work with professional designers and photographers..... 9
 - Email Marketing 9
- 3. Paid Advertising 10
 - Google Ads 10
 - Bing Ads..... 10
 - Facebook Ads..... 10
 - Pinterest Ads..... 10
 - Instagram Ads..... 11
 - Youtube Ads 11
 - LinkedIn Ads 11
- 4. In short 12



1. Prepare for Online Marketing

Website

You'll need a website to promote your products or services.

The best option is WordPress because it allows you to easily install a theme, install plugins and get what you want on your website at a reasonable cost.

You can start by getting hosting on [Webempresa](#) or Hostgator for a reduced price, and then you can easily register your domain and install WordPress.

The website is the target of all the digital campaigns we launch.



Google Analytics

It is **essential to use Google Analytics** on our websites so that we can know exactly what is happening on our website at all times.

Google Analytics will provide you with real-time visitor data, audience insights, acquisition data, and conversion tracking.

You can get information about your website visitors, who they are, where they are from, and what their interests are.

By using Google Analytics data to your advantage, you can grow your audience faster and improve the user experience on your website.

Go [here](#) to install Google Analytics on your website.



Google Search Console

Google Search Console will help you **monitor your website in Google search results**.

You can see how many clicks it's generating from organic Google searches and connect that data with Google Analytics.

Whether you have a website or a local business, Search Console can help you find the top keywords so you can grow your business online.

Go [here](#) to install Google Search Console on your website.

Google My Business

Your Google Business page is **vital**, especially if you have a local business.

You can put your services, schedules, address, information, photos, phone number and much more.

Plus, customers will leave reviews and you'll be able to get additional business if you have a strong Google Business profile.

People are constantly looking for local businesses, so your Google business profile is vital.

You can even add posts to show visitors and respond to reviews to manage any customer service issues.

Go [here](#) to manage your Google Business page.



Social Media Profiles

The main social media platforms are Facebook, YouTube, Instagram, Twitter, Reddit, Pinterest, LinkedIn, and SnapChat.

The mistake that many entrepreneurs make is to try to use them all without support staff.

I recommend considering Facebook, Instagram, YouTube, Pinterest, LinkedIn, and Twitter.

If you're not sure, look at what your competitors are using, because it depends on the type of business.

For best results, **choose between 3 and 4 networks that work best for your business and stay active** on them to build an audience.

SEO and LOCAL SEO

Search engine optimization is difficult for non-experts, but it's **the best way to reach potential customers.**

Whether someone is looking for local restaurants, dentist or new glasses, SEO will help you drive traffic to your business.

You want to rank high in search engines so that people can easily find your products and services, communicate with you, shop on your website, or visit your store.

Regardless of your goal, investing time and money in SEO will offer you the best results in the long run.



2. Capture your Customers Online

Most consumers find startups when searching online when they want to buy products or services.

When I visit a new city, I google, TripAdvisor, and Yelp restaurants in those cities.

When I need a plumber, I Google to find the top-rated plumbers near me.

When I need some new curtains, I can Google or Amazon to find ideas.

**YOU NEED TO APPEAR BEFORE PEOPLE'S EYES!
LOOKING FOR THE PRODUCTS AND SERVICES YOU OFFER!**

Get started with Google

You want to get a high ranking on Google.

You can use a tool like Google Keyword Planner or a tool like [SEMrush](#) to find the keywords people are looking for to find a business like yours.

Whether you have a restaurant in Madrid, or sell garden furniture in Malaga, keyword research will help you learn more about how to optimize your website.

Hire an SEO professional to optimize your website for search engines.

Understand your competitors' strategy

There are many competitive analysis tools, but the best strategy is to understand what your competitors are doing.

You can use competitor analysis tools like [SEMrush](#), SpyFu, BuzzSumo, and/or Social Blade.

You need to know what social media channels your competitors use and what search engines they are optimizing for.

For example, if you're in the travel industry, websites like TripAdvisor and Yelp play a huge role in getting more customers.

If you're in the home décor sector, websites like Pinterest and Houzz can help you win more customers.

Know your target audience

Knowing your target audience is **basic**.

Most 18- to 25-year-olds don't enter luxury home décor stores. Most people over the age of 65 don't buy power tools.

If you understand your target audience and who actually buys products and services from you, you can target your content and online marketing strategy to your target audience.

Tools like Google Analytics can help you understand your audience's demographics and interests.

You can use that information to win even more customers.

Create useful content for your customers

Creating useful content will attract more customers to your business and help increase the trust they have in it.

If you have a pool supply company, you can create helpful videos for installing pool supplies. If you have a jewelry company, you can post articles about the different types of jewelry, metals, and popular trends. If you have a tax advisory firm, you can write articles about different tax laws. If you are a yoga instructor, you can create yoga videos and useful yoga-related content.

Regardless of your industry, you can create content that helps bring people into your business and encourages them to buy your products or services.

Online marketing is an investment

I worked with a restaurant years ago to create their website and help their local marketing strategy. They also had a professional photographer who took pictures of the food and restaurant.

It was able to show people exactly what to expect when they visit the restaurant and maintain an updated menu online.

In addition, they learned to publish their daily specials and photos of their meals on social networks such as Facebook and Instagram.

It could have been an initial cost for the restaurant, but it is still successful today and once

the restaurant had a strong online presence, it was able to gain more customers and ultimately more orders overall per day.

You need to understand that online marketing will require an investment of time or money. If you're not sure what to do, try finding a digital marketing expert to advise you and start building your online presence.

Work with professional designers and photographers

If your brand needs a facelift, if you need professional photography, if you need to design graphics, work with a professional designer.

They're great at what they do and people don't use them enough.

If you're not a logo designer, don't try to design your own logo.

If you're trying to show potential clients something about your business, always hire a professional photographer.

Email Marketing

You can use a service like Mailerlite or MailChimp to create an email list and send them messages.

Whether you own a wine bar and want people to know about tastings and new products or sell sports equipment on your ecommerce website, email marketing can help you offer new offers and content of interest to your current customers.

3. Paid Advertising

Google Ads

People often turn to Google to find the information they are looking for.

You can target keywords that are valuable to your company and generate new customers.

There are also many advanced tactics to track conversions such as leads or sales.

You can also use audience targeting to reach people who were previous customers or who showed interest in your products or services.

In addition, you can run Google display ads through Google AdWords targeting the Google Display Network, which reaches about 90% of the entire Internet.

Bing Ads

Bing Ads is very similar to Google Ads, except that its ads run on Bing and Yahoo instead of Google.

In fact, you can run identical campaigns in Google Ads and Bing Ads targeting the exact same keywords, running the exact same ads and driving traffic to the same landing pages.

Facebook Ads

Facebook ads can be used for all types of businesses, whether it's a local business trying to reach people in your local market or a large ecommerce website.

There are many different types of ads and campaign goals, so you can run different types of ads to achieve any goal.

Pinterest Ads

People don't use Pinterest ads enough and it works great if you're trying to attract people interested in crafts, recipes, DIY, home and garden, health, and more.

You can also run business-related ads because more and more people are using Pinterest in a wide variety of niche markets.

Instagram Ads

Instagram is another social channel where you can run social ads.

It has different advertising options in addition to all the amazing Facebook ad targeting.

Instagram ads are a great way to reach your audience, increase video views, promote content, and drive sales.

Youtube Ads

YouTube ads can work for any marketing objective.

Do you have a new product or service you want to promote?

Do you want to bring potential customers to your business?

Want to promote your software product?

Regardless of your product or service, a targeted YouTube advertising campaign can certainly generate results for your business.

LinkedIn Ads

LinkedIn ads give you access to business professionals and people looking to make professional connections.

You can show your ad to marketers and promote something like an e-book or a series of free videos.

You can also send an invitation to a product presentation webinar pointing to the profiles, positions and companies that most interest your business.



4. In short

Create a website, create content on your website, solve your customers' problems with your content, know your target audience, optimize for search engines (SEO), copy your competitors, use social media channels, give your customers a good online and offline user experience, and use paid advertising to reach new customers.

Online marketing may seem complex, but it is essential for any company that wants to compete today, and even more so if you want to grow your business.

Alex Romero

