



THE INTERNET MARKETER'S TOOLKIT



**ALL THE SKILLS YOU NEED TO BE A
HIGHLY SUCCESSFUL INTERNET MARKETER**

Internet Marketing Toolkit

Cheat Sheet

You've read the ebook and hopefully you now recognize that being a successful internet marketer means much more than knowing how to convince people to buy something online. This means being able to create a brand, which can incorporate a wide range of different skills and different tools.

Now it's time to get started, so keep this cheat sheet to hand so you are ready to dive in and start developing those core skills and those extra ones!

Copywriting

The most fundamental and basic skill for a marketer is copywriting. You should be able to write copy for your website and business. This means both the content on your home page that explains what you do *and* the stunning articles that you'll upload to your blog on a regular basis. Develop your communication skills and you can go a long way on that basis alone.

Remember:

- Communicate efficiently, don't 'show off'
- Write stories – storytelling is SEO for the human brain!
- Include emotion in your writing

SEO

SEO is search engine marketing. This means that you are writing content designed to rank well on Google so that it shows up high in search.

The basics of this are:

- Writing regular content for Google to search
- Researching keywords and including them in your content in a subtle manner

- Adding synonyms and related terms
- Making Google friendly websites
- Building links from other sources
 - Particularly 'trusted sites'

Web Deign

Build yourself a website from which to do your marketing. The easiest way is with WordPress.

- Find a hosting service like Bluehost
- Install WordPress
- Choose a professional theme from Theme Forest or elsewhere
- Add plugins and features

Design and Branding

Know your brand. A good brand is not just a logo, it is a mission statement and a selection of core values. This is your USP, it is what makes your business different and it is the reason that people will get excited and line up behind your brand.

So, decide how your business is going to change the world and what makes you different. Decide who your perfect customer is. Design *for* them.

- Your logo shouldn't be derivative or cliché
 - Create a mood board of related concepts and try combining them in different ways
- It **MUST** be a vector file
 - This means it won't lose quality when zoomed in on
- Learn to use Adobe Illustrator for better design work
 - This is a powerful skill that will come in handy for many more things
 - Remember, Adobe uses paths and anchors which you manipulate freely

SMO and Content Marketing

SMO is social media optimization. You need to get your brand out there onto the three big social media platforms (Facebook, Instagram, Twitter) and as many more as possible.

The key to good social media, as with most marketing, is to provide value. Give people a *reason* to follow you by posting something they might actually be interested in reading.

Come up with a content schedule. This will define when you post and what you post. This should be designed to fit into your workflow and to be something that you can *actually commit to*.

Articles should stand out with a clear USP and clear target audience.

- Post blog content once a week minimum
 - Aim for 1,800 words
 - Write resource posts and opinionated posts
 - Write for one type of reader, appeal to your buyer persona
- Post content to social media at least daily
- Set up tools like IFTTT for cross posting

Link Building and Traditional Marketing

Get word out about your website.

- Do this by sharing to social media and online communities.
- Use guest posting to get your content on other sites
- Use influencer marketing – get people with lots of followers to share and promote your site
- Try to build links from Google's trusted sites
- Spend time in online communities like subreddits. Actually grow to know and be trusted by those communities.

Photography

If you can add stunning images to your site, this will make a huge difference to how your posts look and how they share on social media.

- Get a high quality camera
- Spend time thinking about lighting and backdrop
- Tell a story
 - Don't just shoot your subject in the center of the frame
 - Sometimes what you leave out is just as important
- Think about foreground, middle ground and background
 - Lead the eye into the shot, create a sense of scale by including points for comparison
- Don't be afraid to edit in post. Use filters and cool effects.

Videography

If you can create videos for your site then you can video market. These have a ton of useful benefits:

- Video is amazing for adding a video opener to a website to explain a product
- YouTube is a great place to build a highly engaged audience that feels as though they know you
- Video with high production values makes your business seem more professional and trustworthy

To make better video:

- Invest in good equipment:
 - Camera
 - Lighting
 - Lapel mic
 - Adobe Premiere or Final Cut Pro
- Learn to edit – shoot L-Cuts, cut on action

- Add music and bottom thirds
- Include a video opener
- Keep videos relatively shorter to be able to output lots per week
- Learn how to write your description and tags to show up in search on YouTube. YouTube is the world's second biggest search engine!

Coding

Learning to code will put you head and shoulders above the competition. You will never be out of work as a marketer or someone who works online and you'll be able to build your own apps to promote your brand.

To get started:

- Learn the basics of coding
 - It all comes down to IF, AND and OR, as well as variables that contain data
- Choose the platform you want to develop for
 - Android is a good starting point, in which case you need Java and Android Studio
 - Python is good for web development and an easier programming language
- Find good tutorials online
- Come up with a simple project to structure your learning